

SOUTHEAST DISTRIBUTORS, INC.
636 CARondelet STREET
NEW ORLEANS 13, LA.

Descriptive Catalog

Wheeler's

- PAINTS
- VARNISHES
- ENAMELS

"Over a Century of Service"
Est. 1840

WHEELER VARNISH WORKS

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A Descriptive Catalog of WHEELER'S

- PAINTS
- VARNISHES
- ENAMELS, Etc.

FOR EVERY PURPOSE

THE QUALITY of every product is the best that can be made through experienced scientific formulation from the finest raw materials all thoroughly tested to assure the highest standards of purity and adaptability for the purposes intended.

WHEELER'S MERCHANDISING PLAN is designed to help dealers increase their sales and profits by enabling them to meet competitive conditions with the highest quality Paints of proven merit—as follows:

THE HIGH QUALITY of every product has been proven by years of service.

THE PRICES enable Dealers to meet competitive merchandising prices at a profit.

THE ADVERTISING and sales promotion plans attract customers—and increase sales.

●
Wheeler Varnish Works

2001-25 Mendell St., Chicago 14, Ill.

●

INDEX

	Pages		Pages
House Paints	4 to 7	Interior Products (Alphabetical).....	16 to 33
Other Exterior Products (Alphabetical)	8 to 15	Varnishes	34 to 40

	Page No.		Page No.
A Acid Resisting Paint (Interior).....	16	Fidelity Varnish Stain.....	26
Acid Resisting Paint (Exterior).....	13	Flat Black Finish.....	16
Alkyd Type Enamels.....	18	Flat Koat Dull Varnish.....	39
Aluminum Mixing Liquid.....	40	Flatting Oil	27
Aluminum Paints.....	16	Flat Wall Paints	28 to 33
Asphalts.....	40	Floor Enamels	23
Auto Chassis Black.....	10	Floor Koat 4-Hr. Spar Varnish.....	36
Auto Enamel.....	10	Floor Oils	37 and 38
Auto Polish.....	24	Floor Preservative	37
Auto Top Dressing.....	10	Floor Sealers	37
Auto Touch Up Black.....	10	Floor Varnishes	35-36-37-38
B Bakery Enamel.....	18	Floor Wax	23
Barn Paints.....	8	Floor and Woodwork Varnish	36
Bartop Finish.....	39	Flowing Flat	31
Bicycle Enamel (Nucarto).....	10	Flowing Semi-Gloss Enamel	22
Blackboard Slating.....	16	Four Hour Enamels	17
Black (Interior).....	16	Four Spar Floor Varnish.....	35
Blondine Finish.....	16	French Bone Finish	17
Body White XX.....	7	Fume Proof White	6
Boiler Black.....	16	Furniture Polish	24
Bone Finish.....	17	G Galvanized Iron Primer	12
Brick, Stucco and Cement Paint.....	9	Gilsonite Black.....	13
Bronzing Liquids.....	40	Glazing Liquids.....	32
Brunswick Lead.....	7	Gold Paint	16
Bulletin Colors.....	24	Graining Colors	24
C Canoe Enamel	9	Graphite Paint	12
Cement Paint	9 and 23	Gym Finish	38
Chassis Black	10	H Heat Proof Blacks	13-16
Color Selection	43	Heat and Acid Resisting Black.....	13
Colors in Oil	24	Household Screen Enamel	15
Color Varnishes	26	House Paints.....	4 to 7
Concrete Building Paint	9	Hytex Oil Plastic Paint.....	33
Concrete Floor Enamel	23	I Implement Enamel	10
Crack and Seam Filler	23	Insulating Black	16
Creosote Oil.....	15	Interior Gloss	17-18
Creosote Shingle Stain	15	Interior Paste No. 2008	25
Creosote White	6	Interior Products	16 to 40
D Damar Varnish	40	Invader Dura Mix House Paint	6
Decorators Oil Plastic Paint.....	33	Invader Dura Spar.....	36
Decorator's White No. 978.....	31	Invader 15c Line	24
Decorator's Flowing Flat No. 1178.....	31	J Japan Drier	40
Deep Color Flat Finishes	30-31	Kal-Wall-Kote	32
Dryers	40	Kleenzem Brush Cleaner.....	40
Dull Varnish	39	Kwikote 4-Hr. Enamel	10
Dura Mix House Paint	6	Kwikote Flat Wall Paint	30
Dura Spar Varnish	36	Kwikote Liquid Linolite.....	36
Dustless Floor Oil	38	Kwiksol Fuel Oil Conditioner.....	40
E Enamels—Quick Drying.....	17	L Lacquer Thinner	36
Master Painters Gloss.....	17-18-19-20	Lead, Zinc, Titanium House Paint	4
Master Painters Semi-Gloss.....	17-21-22	Lemoyl Furniture and Auto Polish.....	24
Eggshell Enamels	21-22	Linsment	23
Eggshell Flats	31 to 33	Linoleum Cement	23
Estimating Quantity Required.....	44	Linoleum Lacquer	36
Exterior Enamel	10 and 18	Linoleum Varnish	36
Exterior Spar Varnishes	39	Liquid Roof Cement	14
Exterior Products	4 to 15	Liquid Wood Filler	40
Exterior Sealer	4	Log Cabin Finish.....	38
F Farm Building Paint	6 and 8	M Mansfield Linoleum Varnish.....	36
Fidelity Aluminum Paint.....	16	Marvelustre White Enamel (Non-yellowing).....	18
Fidelity Flat Wall Paint.....	29	Master Painters Products—Paste Paints—Exterior.....	7
Fidelity Floor Enamel.....	23	Paste Paints—Interior.....	25
Fidelity Floor & Trim Varnish.....	36	Enamels	17-22
Fidelity 4-Hour Enamel.....	17	Flat Paints	28-33
Fidelity House Paint.....	5	Stipple Paints	32
Fidelity Interior Gloss.....	17		
Fidelity Semi-Gloss.....	17		
Fidelity Structural Paint.....	12		

● INDEX Continued

	Page No.		Page No.
Metal Primer	12	Screen Enamel	15
Mildew Preventive	13	Sealers (Exterior)	4
Mill Whites	33	Sealers (Walls and Woodwork)	28
Mixing Liquids	27	Sealers, Floor	37-38
Moderne Barn Paint.....	8	Seat and Pew Varnish	39
Moderne Flat Wall Paint.....	29	Semi-Gloss Finishes	17
Moderne House Paint.....	6	Semi-Gloss Enamels.....	18-21-22
N No Fade Colors	14	Semi-Paste Paints	25
Non Toxic White	6	Shingle Stains	15
Non-Yellowing Enamel	18	Shutter Colors	14
Nucarto Auto Enamel	10	Smoke Stack Black	13
O Oils—Creosote	15	Soap (Vegetable Oil)	27
Flattig	27	Southern White Paste	7
Floor	37-38	Spar Varnishes (Exteriors)	39
Oil Colors	24	Speed Rock Aluminum Paint.....	16
Oil Plastic Paint	33	Speed Rock Color Varnish.....	26
Oil Wood Stains	27	Speed Rock 4-Hr. Spar Varnish.....	35
One Coat Enamels	18 to 20	Speed Rock Enamel.....	17
One Coat Flats	28 to 33	Spray Paints	33
One Coat Undercoaters	22	Stains	26-27
One Coat Pigment Sealer	28	Stay-On Barn Paint.....	8
100 Fathom Finishes.....	9	Stipple Paints	32
100 Fathom Finish Varnish.....	35	Store Front Colors	14
P Paint and Varnish Remover	26	Structural Paints	12
Painters Japan Dryer	40	Stove Pipe Enamel	16
Painters White Enamel	20	Stucco Paint	9
Painting Chart	41-42-43	Sudso (Vegetable Oil Soap)	27
Painting Suggestion	45	Super Seal Kote.....	4
Paste Paints	7 and 25	Surfacer	38
Paste Wood Filler	25	Swedish White.....	7
Penetrating Floor Sealers	37-38	T Thinol (Thinner and Reducer).....	27
Penetrating Oil Wood Stain	27	15c Line.....	24
Pigment Sealer	28	Tinting Colors—Oil Colors.....	24
Ping Pong Green	26	Deep Flat Colors.....	30-31
Plastic Paint	33	Tinners Red	12
Plastic Roof Cement	14	Titanox 2 in 1 Paste	25
Plumbers White	25	Top Dressing	10
Plywood Sealer	28	Touch Up Black	10
Porch and Deck Paints	23	Traffic Paints	15
Premier White Enamel.....	20	Trim Colors	14
Premier Undercoater.....	22	Truck, Tractor and Implement Enamel.....	10
Primer (Exterior)	4	Two Coat Paint System	5
Q Quick Drying Enamels	17	U Universal Interior Gloss.....	17
Quick Drying Varnishes	34 to 40	Undercoaters	22
R Radiator Enamel	26	Utility Floor Sealer.....	37
Red Lead Liquid	12	U. S. Gov't. Formula TTP-36	6
Reducers (Thinol)	27	V Varnishes	34 to 40
Removers	26	Varnish Removers	26
Rock Floor Enamel.....	23	Varnish Stains	26
Rock Floor Preservative.....	37	Varnish Wall Size	28
Rock Floor Varnish.....	35	Veltex-Cote Flat Wall Paint.....	29
Rock Linoleum Varnish.....	36	Veltex Mixing Size.....	28 and 38
Rock-O-Lustre Aluminum Paint.....	16	Velva Lustre Semi-Gloss 2869.....	22
Rock-O-Namel, White.....	19 and 31	W Wagon and Implement Enamel	10
Rock One Coat Interior Gloss Enamel.....	18	Wall Finishes Flat.....	28 to 33
Rock Rubbing Varnish.....	40	Wall Finishes—Gloss or Semi-Gloss.....	17 to 22
Rock Satin Finish.....	39	Wall Size	28
Rock Sash Black.....	14	Waterproofing Anti-Damp	15
Rock Screen Enamel.....	15	Water-thinned Flat Paint (Kwikote).....	30
Rock Seal Floor Oil.....	38	Weatherall Floor & Trim Varnish.....	36
Rock Tone Semi-Gloss Finish.....	17	Weatherall Four Hour Spar.....	36
Rock White Damar.....	40	Weatherall House Paint.....	5
Rock White Enamel.....	19 and 21	Wheeler's House Paint (Lead, Zinc, Titanium).....	4
Rockard Heavy Duty Gym Finish.....	38	Wheeler's Paste Barn Red.....	8
Rockard Penetrating Floor Sealer.....	37	Wheeler's Paste Wood Filler.....	25
Rockard White Enamel, Gloss.....	20	White Damar Varnish	40
Rockard White Satin Finish.....	22	White Japan Drier	40
Rock Spar Exterior Spar.....	39	Wood Fillers, Liquid	40
Roof Cement and Roof Coatings.....	14	Wood Fillers, Paste	25
Rubbed Effect Varnishes	39	Workrite Semi-Paste	25
Rubbing Varnishes.....	40	XYZ XX Body White	7
Rust Inhibitive Paints	11-12-13	Zone Marking Paint	15
S Sash Black—Sash Colors.....	14		
Savakote Semi-Paste	25		

HOUSE PAINTS



WHEELER'S Super-Seal Kote (Exterior Primer & Sealer) No. 208

Made for new or old exterior surfaces.

- Saves labor.
- Saves material.
- Saves the usual third coat.

A Perfect Sealer or Foundation Coat as proved by years of satisfactory exterior service on new wood, old porous weather-beaten surfaces, stucco, cement and brick.

MADE ON THE PRINCIPLE OF "CONTROLLED PENETRATION"

Penetrates into the under surface to assure a thorough adhesion—and yet leaves a fixed amount of elastic oils in the film to positively "Stop the Suction."

SAVES MONEY IN TIME, LABOR AND MATERIAL.

- Quick Drying — First coat today — Finish coat tomorrow.
- Easy working.
- Maximum coverage and hiding capacity.
- Saves paint in finish coat.

ADDS BEAUTY AND PROTECTION TO THE PAINT JOB —BECAUSE:—

This Sealer stops the suction, and retains elastic film. Prevents the absorption of the life-giving oils from the Finish Coat to the First Coat.

Thus producing a uniform and elastic gloss effect in the Finish Coat that remains for the longest time. Prevents the penetration of moisture into the under surface.

Reduces to a minimum the adhesion of smoke, dirt and fumes to the film.

Apply this sealer in a full flowing coat—and do not brush out too thin.

MADE IN WHITE ONLY

For best results tint with Oil Colors to approximate color of finish coat.

Dries overnight—recoat in 24 to 48 hours.

Covers approximately 600 sq. ft. to the gallon one coat depending on porous condition of the surface.

5s 1s ½ Gal. Qts.

Prices:

WHEELER'S LEAD-ZINC-TITANIUM HOUSE PAINT

This Durable High Quality Paint has been tested by many years of severe outside exposure under all conditions and will give the best results in beauty and protection to Exterior Surfaces.

The highest standard of quality is guaranteed by its scientific formulation from the purest of raw materials, all finely ground, through the use of the most thorough and improved methods and modern equipment.

This assures:

- Greatest Hiding Power
- Strong Covering
- Easy Working
- Longest Surface Protection and Paint Satisfaction.
- Uniform High gloss film.
- Beauty of Finish

Dries overnight to a firm full oil film. Ready to recoat in 2 or 3 days during normal weather conditions. During periods of high humidity or low temperatures, for best exterior results allow a longer drying period before recoating.

Covering Capacity—Covers maximum number of square feet per gallon when used according to directions printed on every can.

Quantity of Paint required for the average job, where surface is in fair condition, may safely be estimated as follows:

600 sq. ft. per gal. for 1 coat over our Exterior Sealer or surfaces in good condition.

400 sq. ft. per gal. for 2 coat jobs, with 1st coat thinned as directed.

250 to 300 sq. ft. per gallon for 3 coat jobs.

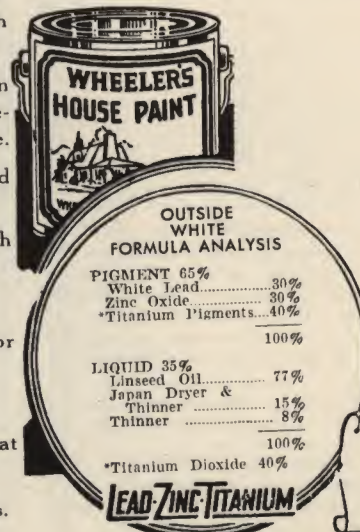
—Style with Paint—

MADE ON A FORMULA

containing the correct proportions of

- White Lead
- Zinc Oxide
- Titanium Pigment
- Linseed Oil
- Driers and Color

See the formula on every can



Guarantee—WE GUARANTEE THIS LEAD-ZINC-TITANIUM PAINT TO PRODUCE A FULL GLOSS FINISH AND TO WEAR AS LONG AS ANY PAINT SOLD AT ANY PRICE.

— Continued on next page —

HOUSE PAINTS

WHEELER'S LEAD-ZINC-TITANIUM HOUSE PAINT

(Continued)

Available in—

		5s	1s	½s	¼s
Outside White	Silver Gray	}			
Black	Dark Gray				
Ivory	Trellis Green				
Cream	Pea Green				
Lt. Buff	Light Blue				
Golden Yellow					
Chocolate Brown					
Med. Green					
Orange					
Maroon					
Scarlet Vermilion					

WHEELER'S TWO COAT PAINT SYSTEM

SAVES 20% TO 30% ON ANY HOUSE PAINT JOB!

The success of this "Two Coat" Paint system is due to the high quality and formulation of the Sealing First Coater—and Finish Coat—



FOR FIRST COAT Super-Seal Kote Exterior Primer and Sealer

A "controlled penetration" Sealer that provides a scientific Foundation Coat for subsequent Finish Coat.

DESCRIPTION ON PAGE 4



FOR FINISH COAT WHEELER'S LEAD-ZINC-TITANIUM HOUSE PAINT

OUTSIDE WHITE

Produces a "Snow White film that stays White."

May be tinted with Oil Colors to desired shade.

DESCRIPTION ON PAGES 4 and 5

FIDELITY HOUSE PAINT



A Quality Linseed Oil Paint for outside and inside use.

THIS PAINT is made on a Scientific Formulation that has been fully tested and gives many years of satisfactory paint service.

Formulated with White Lead, Zinc Oxide, Linseed Oil and other selected ingredients to assure maximum durability and dependability.

A superior moderate priced House Paint that is strong covering—easy working—and produces a live film that wears longer than many higher priced paints.

Outside White is extremely White and colors are clear toned.

Ideal for city homes, farm buildings, resort cottages, factories and industrial plants.

Dries over-night. Ready to recoat in 72 hours for exterior work.

COVERING CAPACITY 300 to 350 sq. ft. per gal. 2 coats when used as directed. Estimate 500 sq. ft. per gallon when applied 1 coat over Exterior Sealer.

	5s	1s	½s	¼s
Outside White				
Black				
Ivory				
Cream				
Golden Yellow				
Maroon				
Chocolate Brown				
Silver Gray				
Dark Gray				
Scarlet Vermilion				
Light Blue				
Pea Green				
Trellis Green				
Medium Green				
Orange				
Light Buff				



DURA-MIX PREPARED PAINT

A Quality Linseed Oil Paint for outside and inside use.

THIS PAINT is made on a Scientific Formulation that has been fully tested and gives many years of satisfactory paint service.

Formulated with White Lead, Zinc Oxide, Linseed Oil and other selected ingredients to assure maximum durability and dependability.

A superior moderate priced House Paint that is strong covering—easy working—and produces a live film that wears longer than many higher priced paints.

Outside White is extremely White and colors are clear toned.

Ideal for city homes, farm buildings, resort cottages, factories and industrial plants.

Dries over-night. Ready to recoat in 72 hours for exterior work.

COVERING CAPACITY 300 to 350 sq. ft. per gal. 2 coats when used as directed. Estimate 500 sq. ft. per gallon when applied 1 coat over Exterior Sealer.

White
Black
Ivory
Cream
Light Buff
Golden Yellow

Golden Brown
Chocolate Brown
Light Blue
Light Gray
Dark Gray
Pea Green
Trellis Green

1s 1/2s 3/4s

Medium Green



MODERNE MIXED PAINT

A general purpose heavy bodied oil paint, designed to meet low priced competition.

This paint is heavy in body, requiring thinning with Linseed Oil, thus producing an oil finish film giving remarkable satisfaction for general painting purposes.

Dries overnight. Ready to recoat in 48 hours.

Covers 225 to 275 sq. ft. per gal.—2 coats when used as directed.

5s 1s Qts.

White
Black
Ivory
Cream
Light Tan
Light Brown
Dark Brown

Red
Pink
Light Blue
Silver Gray
Dark Gray
Light Green
Green

.... .

CREOSOTE WHITE

CREOSOTE WHITE has been developed to retard the effects of termites, ants, wood borers and other insects that attack woods.

The use of Creosote Oil is recommended in Federal Specifications for the extermination of this evil.

This White Paint contains Creosote Oil and selected durable pigments being designed for application on wood surfaces subject to attack by termites, etc. Also waterproofs the surface for protection against the destructive action of moisture and weather.

Dries overnight. Ready to recoat in 48 to 72 hours.

Covers 250 to 300 sq. ft. per gal.—2 coats when used as directed.

5s 1s 1/2s 3/4s

White only

FUME PROOF PAINT — WHITE

Paints containing White Lead are effected by sulphur gases. This product is formulated with Titanium and Zinc Sulphide pigment and thus it provides maximum resistance to the effects of Hydrogen-sulfide and similar gases.

The use of our Fume Proof Paint is ideal for use around oil fields or other locations where gaseous fumes effect paints containing White Lead.

Produces a full oil film having exceptional durability.

Made in White only—may be tinted with Oil Colors to shade desired.

Dries overnight. Ready to recoat in 72 hours.

Covers 300 to 350 sq. ft. per gallon—2 coats when used as directed.

Bbls. 5s 1s Qts.

White only

NOTE: For Fume Proof Paste Paint—See our Titanox Zinc Paste on Page 25

NON-TOXIC WHITE

This product contains no White Lead or any other harmful ingredient, and is therefore non-injurious to cattle where they lick or chew white wood surfaces.

Formulated from Titanium and Zinc Sulphide Pigments and Linseed Oil and produces a snow white full oil film that assures maximum service.

Ideal for painting farm property or for white trim on red barn jobs.

Dries in 48 to 72 hours.

Covers 250 to 300 sq. ft. per gallon—2 coats when used as directed.

Made in White only—tint with Oil Colors to desired shade.

Bbls. 5s 1s Qts.

NOTE: For Non-Toxic Paste Paint—See our Titanox Zinc Paste on Page 25



Master Painters Swedish White

LEAD-ZINC-TITANIUM
PASTE PAINT

"One gallon of this Paste makes two gallons of Paint."

This super quality Lead, Zinc and Titanium Paste White is a favorite with the Master Painters because it meets their demand for a strong covering, easy working White Paste of extreme Whiteness that permits of maximum thinning with Linseed Oil and Turpentine.

2005		
Pigment	75%	
White Lead	35	%
Titanium Pigment	30	%
Zinc Oxide	20	%
Magnesium Silicate	7.5	%
Barium Sulphate	7.5	%
	100	%
Vehicle	25%	
Linseed Oil	75	%
Japan Drier	15	%
Mineral Spirits	10	%
	100	%

SWEDISH WHITE is formulated with the correct proportions of White Lead, Zinc Oxide and Titanium Pigments to assure solid covering, thorough hiding, extreme Whiteness, and greatest durability.

Produces a snow white finish—that stays white.

It is properly balanced with Linseed Oil and Driers to carry the

maximum reduction recommended below.

For years the painters have recognized the need of mixing Zinc Oxide with White Lead to retard the usual chalking of White Lead. They also recognize the advantage of using Paints containing Titanium for outside use as well as inside use.

Many painters start using Swedish White to mix with White Lead to automatically incorporate Titanium and Zinc with White Lead. They soon see the economy of using only SWEDISH WHITE on all exterior work.

Swedish White is also an ideal Paint for Marine use, having a long record of satisfactory and outstanding performance on fresh water Steam Boats, Excursion Boats and Freighters, etc.

FOR EXTERIOR PAINTING

FIRST COAT—Thin each gallon with 3 Qts. Linseed Oil and 1 Qt. Turpentine, or preferably our Thinol.

SECOND COAT—Thin each gallon with 5 pints Linseed Oil and 1 pint Turpentine, or our Thinol.

THIRD COAT—(or Finishing Coat on 2 coat jobs) Thin each gallon with 3 quarts Linseed Oil and sufficient Turpentine, or our Thinol, for brushing.

NOTE: For 2 coat jobs we suggest a first coat of Super Seal-Kote Exterior Sealer.

FOR INTERIOR PAINTING (For Tinted Work)

FOR OIL GLOSS FINISH—Thin with Boiled Linseed Oil.

FOR GLOSS STIPPLING—Mix with White Enamel.

FOR SEMI-GLOSS—(Stipple or Brushing) Mix with Turpentine, or our Thinol, to suitable working consistency.

NOTE—For the Whitest Interior work, we recommend our White Enamels in Gloss or Semi-Gloss.

SWEDISH WHITE is made in White only. Tint with Oil Colors to desired shade.

Dries overnight. Ready to recoat in 72 hours.

Covers maximum number of sq. ft. per gal. depending on thinning and surface condition.

5s 1s 1½s Qts.

This product also sold as "Wheeler's HI-WHITE."

SOUTHERN WHITE PASTE No. 2020

A strong covering, easy working White Paste Paint.

A White Lead, Zinc, Titanium and Lithopone Paint that is used extensively by practical painters in the Mid-Western and Southern States.

FORMULA		
Pigment	80%	
Lead-Zinc-Titanium	35%	
Zinc-Sulphide-Pigment	50%	
Silica and Silicates	15%	
	100%	
Liquid	20%	
Linseed Oil	60%	
Drier and Thinner	40%	
	100%	100%

The practical painter easily recognizes that this paste is adapted for every painting purpose, as follows:

FOR OUTSIDE USE

PRIMING COAT—Thin each gallon with 3 pints Boiled Linseed Oil and 3 pints Turpentine (or preferably our Thinol).

FINISH COAT—Thin each gallon with 3 quarts Boiled Linseed Oil and the necessary Turpentine (or our Thinol).

FOR INSIDE USE (For Tinted Work)

FOR SEALING new walls or woodwork. Thin each gallon with 1 gallon neutral Mixing Varnish and, add enough Naphtha to secure desired body.

FOR PRIMING old work. Thin each gallon with 1 quart Linseed Oil and 1 quart Turpentine (or preferably our Thinol).

FOR HIGH INTERIOR GLOSS FINISH—Thin each gallon with ½ gallon Boiled Linseed Oil or neutral Mixing Varnish.

FOR HIGH EGGSHELL FINISH—Thin each gallon with 1 pint Boiled Linseed Oil and 1 pint Turpentine (or our Thinol).

FOR LOW EGGSHELL GLOSS—Thin each gallon with 1¼ pints Turpentine (or our Thinol).

FOR EGGSHELL STIPPLE—Thin each gallon with 1 pint to 1 quart Turpentine, or Thinol. The texture of stipple effect secured depends on the length of time between application and stippling.

NOTE—For the Whitest Interior work, we recommend our Enamels in Gloss or Semi-Gloss.

Dries overnight. Ready to recoat for outside use in 48 to 72 hours.

Covers maximum number of sq. ft. per gallon depending on thinning or surface conditions.

Made in White only—tint with Oil Colors.

5s 1s Qts.

XX BODY WHITE

A low priced Paste White for painting purposes. Reduce with Linseed Oil and Turpentine (or our Thinol) and mix in the same manner as White Lead, adding a small amount of Drier, as required.

Marketed in kegs.

100s 50s 25s 12½s

Per Pound

.....

BRUNSWICK LEAD

(See above description of XX Body White)

BARN PAINTS



STAY-ON BARN RED

A Bright Red—Soya Bean—Linseed Oil Barn Paint.

For Barns, Fences and Farm Buildings.

It is economy to paint your Farm Buildings with this rich, bright, durable and elastic Paint.

Stay-On Barn Red has been thoroughly tested by years of service and is made on a formula containing a Venetian Red with a rich Iron Oxide content as well as Soya Bean Oil, Linseed Oil and the necessary Driers.

Stay-On Barn Red is made on the principle of "controlled penetration."

- It penetrates into the under surface to assure a thorough adhesion.
- It seals the surface of the most porous of new or old weather beaten boards.
- It stops the suction of oils from the Finish coat into the First Coat and thereby assures a live film that retains its elasticity and colors for the longest time.

This Barn Red is so formulated that it produces a better "one coat" job than any known competitive brand.

Heavy in body and permits maximum thinning with Linseed Oil, as follows:

First Coat—Thin each gallon with 1/2 gallon Linseed Oil.

Finish Coat—Thin each gallon with 1 Qt. Linseed Oil.

Special First Coaters are not required with this Barn Red.

Dries to recoat in 48 to 72 hours.

Covers 250 to 300 sq. ft. per gallon—2 coats when used as directed.

Bbls. 1/2 Bbls. 5s Gals. Qts.

Bright Red

STAY-ON BARN COLORS



The colors listed below are made from Linseed Oil, White Lead, Zinc Oxide and other ingredients assuring maximum durability.

Barn White for trimming, and other colors, used on Barns, require a high quality such as incorporated in this Paint.

NOTE: When applying a White, or color, over surfaces previously painted with certain types of Red Barn Paint, we suggest for best results, and to prevent possible bleeding, a first coat of our Super Seal-Kote Exterior Sealer as described on page 6. Our Barn Red Paints, however, do not bleed when coated with white or colors.

Dries to recoat in 48 to 72 hours.

Covers 300 to 350 sq. ft. per gal. 2 coats or 500 sq. ft. per gal. 1 coat over Exterior Sealer.

	Bbls.	5s	Gals.	Qts.
White				
Dairy Cream				
Dairy White				
Silver Gray }				
Dark Gray }				
Green				

For description of Non-Toxic White or Creosote Paint See page 6

WHEELER'S PASTE BARN RED

"One gallon of this Red makes 2 gallons of Barn Paint"

A heavy bodied Paste Red that stands reduction of gallon for gallon with Linseed Oil.

Formulated with Soya Bean Oil and Linseed Oil with a rich Venetian Red of strong Iron Oxide content.

Produces a live durable film that assures longest wear.

For Barns, Corn Cribs, Sheds, Roofs, Silos, Fences, etc.

Dries to recoat in 48 to 72 hours.

Covers maximum number of sq. ft. per gal. depending on thinning, and surface conditions.

Bbls. 5s Gals. Qts.

Bright Red

MODERNE BARN RED



A Soya Bean Linseed Oil Venetian Red Barn Paint. Produces a rich, live, durable film that retains its elasticity and wears for a longer time than strictly price brands that are now on the market. Heavy in body. Thin with Linseed Oil. A quality far above its price class, that gives satisfaction.

Dries to recoat in 48 to 72 hours.

Covers 225 to 275 sq. ft. per gal. 2 coats.

Bbls. 5s 1s Qts.

.....

MODERNE BARN COLORS

A popular line of serviceable colors for barns and other farm buildings, factories and industrial plants. When applying over certain types of Red Barn Paint, we suggest a first coat of Exterior Sealer.

Dries to recoat in 48 to 72 hours.

Covers 250 to 300 sq. ft. per gal. 2 coats or 450 to 500 sq. ft. per gal. 1 coat over Exterior Sealer.

	Bbls.	5s	1s
White			
Dairy Cream			
Dairy White			
Green			
Silver Gray }			
Dark Gray }			

.....

THE SKIPPER'S CHOICE



These excellent Marine Finishes have been tested from coast to coast, under most severe conditions and have proved their toughness, color retention, protective qualities and lasting beauty. There are no finer finishes made for the yachtsmen.

Super Yacht Whites made in three finishes, gloss, semi-gloss and low lustre. The finest yacht whites available. Cover a maximum of sq. ft. per gallon . . . will not crack, peel or blister . . . will stand repeated washings . . . highly water and weather resistant.

Gal.	Qts.	Pts.
.....

Super Marine Spar Varnish—A tough, durable varnish that dries quickly to a pale, clear, mirrorlike finish. Easy working . . . will not sag . . . highly resistant to salt and fresh water, will not check crack or blister . . . will not turn white. The best varnish available for every marine purpose.

Gal.	Qts.	Pts.	½ Pts.
.....

Anti-Fouling Bottom Paint—Highly endorsed by yachtsmen. These bottom paints spread easier, cover more and last longer. Highly resistant to barnacles, teredo worms, borers and other marine life. Made in Brite Red, Copper, Green and Red.

Gal.	Qts.
.....

Hull and Deck Enamel—A real tough enamel that is made to walk on and withstand the ravages of sun, wind and the elements. Waterproof and easily kept clean, it will not chip, crack or peel. Made in Arcturus Buff, Merak Mahogany, Capella Blue, Polaris Gray, Venus Green and Black.

Gal.	Qts.	Pts.
.....

Cabin Enamels—A smooth flowing, quick drying, extremely durable cabin finish. Does not show brush marks. One coat covers. Stands repeated washings. Choice of gloss or semi-gloss finish. Made in Nantucket Blue, Solar Yellow, Surf Green, Sunset Ivory and Horizon Gray.

Gal.	Qts.	Pts.
.....

Racing Bottom Finish—A quick drying, hard finish bottom enamel. Stands repeated scrubbing and assures a fast, clean bottom. In Blue, Green and Red.

Qts.	Pts.
.....

WHEELER'S BRICK, STUCCO and CEMENT PAINT

For Brushing or Spraying

Produces a smooth, subdued semi-gloss finish on brick, stucco, concrete, cement blocks or other masonry surfaces. (Also asbestos shingles.)

Designed for outside or inside use on farm, home and factory buildings, foundations, silos, dairies, etc.

- | | |
|---------------|-----------------------|
| • PRESERVES | • MAXIMUM WASHABILITY |
| • WATERPROOFS | • MAXIMUM LIGHT |
| • BEAUTIFIES | REFLECTION |

The porous nature of brick, stucco and cement surfaces requires an oil type paint that is impervious and waterproof.

Our Brick, Stucco and Cement Paint is a "controlled penetration" synthetic product that assures adhesion and still seals the surface to prevent and repel the absorption of moisture, and provide maximum weather resistance.

Brick, stucco and cement absorbs a surprising amount of moisture from rain, snow or sleet causing dampness in the building, even to the extent of damage to interior decorations and swelling and warping of studdings and other woodwork.

The freezing of moisture and subsequent action of the sun drawing out the moisture causes cracking and crumbling of the surface.

Thus, water paints do not protect against the ravages of moisture, freezing and hot sun.

Our Brick, Stucco and Cement Paint produces an impervious, waterproof oil film that protects and beautifies the surface.

Dries to recoat overnight.

Covers 200 to 400 sq. ft. per gallon 2 coats depending on type of rough or smooth surface.

NOTE: Do not thin this product with Linseed Oil or Turpentine—use only our No. 44 Thinner and Sealer.

White	Stone	Gray	5s	1s	½s
Ivory	Green				
Cream	Coral				
Buff	Red				
Blue					
No. 44 Thinner and Sealer					

Engine Enamel—A highly heat resistant enamel that applies easily, dries quickly, is oil and gasoline resistant and cleans beautifully. One coat. For interior or exterior use. Made in Blue, Gray, Aluminum.

Qts.	Pts.
.....

Boot Topping—For that striping between water and wind. Easily applied and dries to a hard, color fast finish. Washes beautifully. Made in Green, Brite Red and Blue.

Pts.	½ Pts.
.....

ENAMELS (Autos—Trucks—etc.)

ENAMELS (Exterior)



"ROCK" AUTO FINISH

"The last word in lasting finish." A 100% Synthetic Gum, One Coat Enamel for automobiles, porch furniture, baby carriages, bicycles, canoes, yachts, airplanes and exterior surfaces. Resists acids, alkali, corrosion, rust, heat, cold, etc. Elastic and tenacious. Easy working. Shows no brush marks.

Dries dust free in 4 hours and hard over night.

Covers 400 to 500 sq. ft. per gal., one coat.

	1s	Qts.	Pts.	½ Pts.
Black
White
Cream
Angeles Blue
Orange
London Gray
Persian Red
Maroon
Phantom Gray
Auto Blue
Sand Tan
Chinese Red
Spruce Green
Brewster Green

NU-CAR-TO AUTO TOP DRESSING

Rich Semi-Gloss Black for Pantasote, Mohair, etc.

WATERPROOF. FLEXIBLE. Quick drying.

½ pint usually sufficient for average car.

	1s	Qts.	Pts.	½ Pts.
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NU-CAR-TO TOUCH-UP BLACK

For fenders, tools, guard rails, etc. Resists heat, acids, alkali.

Dries in 2 hours with a nice gloss.

Covers 400 to 600 sq. ft. per gal. one coat.

	1s	Qts.	Pts.	½ Pts.
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CHASSIS BLACK

A reliable Gloss Black for chassis and general purposes. Quick drying. Covers 400 to 500 sq. ft. per gal. 1 coat.

	1s	Qts.	Pts.	½ Pts.
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FIDELITY Truck, Tractor and Implement Paint

A durable gloss finish for trucks, tractors, wagons, implements, tools and other articles made from wood or metal. Rich durable colors ground in a high quality Implement Spar Varnish.

Dries overnight.

Covers approximately 450 sq. ft. per gal.—one coat.

	Gal.	Qts.	Pts.
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Red, Gray, Green, Yellow, Black

KWIKOTE 4-HOUR ENAMEL

Withstands Maximum Exterior Exposure

This decorative "One Coat Enamel" represents the ultimate in scientific research for the highest possible enamel for exterior and interior use.

A rich 100% Synthetic Gum Enamel for porch furniture, baby carriages, bicycles, automobiles, boats, canoes, yachts, etc.

"The Enamel of no regrets."

For wood or metal surfaces.

Easy working, flows and levels perfectly, shows no brush marks, washable, durable, elastic, tenacious, resists acids, alkali, corrosion, rust, heat, cold, etc.

Dries dust free in 2 hours and hard in 4 hours.

Covers 400 to 500 sq. ft. per gal.—one coat.

	1s	Qts.	Pts.	½	¼
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Black
White
Angeles Blue
Auto Blue
Pink
Orchid
Chinese Red
Persian Red
Maroon
Lettuce Green
Willow Green
Spruce Green
Brewster Green
Ivory
Cream
Pekin Yellow
Orange
Sand Tan
Bohemian Br.
Cuban Br.
Manilla Br.
Phantom Gr.
Arabian Gr.
London Gr.
Como Blue
Dutch Blue

TRUCK—TRACTOR ENAMEL

WHEELER'S TRUCK, TRACTOR and IMPLEMENT PAINT



Farmers realize the importance of preserving the life of valuable equipment and to prevent rapid deterioration from the ravages of snow, sleet, rain and hot sun. A well painted surface also protects against the action of mud and manure.

These colors are designed especially for all kinds of farm equipment, such as tractors, trucks, wagons, thrashing machinery, plows, garden tools, etc.

It is true economy to keep farm equipment well painted with the best materials obtainable.

WHEELER'S TRUCK, TRACTOR AND IMPLEMENT ENAMEL is formulated from the finest colors of maximum permanence ground in the finest Implement Spar Varnish that stands the hardest wear and assures the longest protection to the surface.

Dries overnight.

Covers approximately 450 sq. ft. per gal. one coat.

	1s	Qts.	Pts.
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Red
Green-Blue-Gray-Yellow
Black

METAL PROTECTIVE PAINTS

RUST INHIBITIVE PAINTS

The conservation of metal is of the utmost importance and, therefore, the preservation of metal surfaces becomes a vital factor in our present and post war economy.

RUST and CORROSION are the enemies that destroy metal—but Rust Inhibitive Paints add years of service to their use.

Our research has continuously been directed towards the development of Rust Inhibitive Paints that provide the maximum "adhesion" and "protection" to metal surfaces.

Protection against the elements.

Protection against the deteriorating effect of electrolysis on the metal.

THE FIRST COATER, OR PRIMER COAT, is of vital importance in the painting of all surfaces—and especially on metal surfaces because:—

METAL is not porous—and therefore the First Coater must depend upon a thorough "adhesion" to hold fast to the surface—instead of "penetration" which is possible with wood or plaster surfaces.

METAL surfaces have a surface roughness, which under a microscope resembles protruding prongs. Therefore, our First Coaters are designed to coat over these projecting prongs so that they are thoroughly covered to prevent them being exposed or extending upwards through the film and thus allow moisture to penetrate and cause rusting.

METAL is effected by temperature changes. Heat and cold cause expansion and contraction and our First Coaters are designed to adhere thoroughly to the surface and form a perfect bond between the surface and the Finishing Coats to prevent checking and blistering.

GALVANIZED IRON SURFACES require a First Coater peculiarly adapted to overcome the acid surface conditions created by the galvanizing or galvonealing treatment.

OUR METAL FIRST COATERS as described on these pages are formulated with Rust Inhibitive Pigments and elastic oils to meet the demand for the ideal First Coaters required for metal surfaces. It is true economy to use our Metal First Coaters on bare metal or touched up or cleaned rust spots.

They dry quicker than Finishing Coat Materials thereby lessening the drying time required for Finishing Coats.

They provide an ideal "guide coat" for application of Finishing Coats.

They act as an insulation against electrolysis.

THE FINISHING COATS of Structural Paints also require careful formulation, with rust inhibitive pigments and elastic oils to produce a durable weatherproof film.

Deterioration and cracking of the surface film exposes the first coater and finally permits moisture to penetrate to the metal, and moisture causes rust.

Our Elastic Rust Inhibitive Paints have maximum durability and withstand the ravages of the elements, such as hot sun—cold—snow—rain or sleet without checking or blistering.

Formulated to provide insulation against the deteriorating effect of electrolysis on metals.

The finishing Coat forms a live elastic film that contracts and expands with the First Coater and the metal.

While preservation is of paramount importance, our Finishing Paints are available in several colors to meet the varied color demand and the color of one coat can be selected to serve as guide coat.

OUR METAL FINISHING and STRUCTURAL PAINTS, as described, are formulated to provide the most durable and elastic paints for the painting of metal surfaces.

THE PREPARATION of the surface is as important as the paint itself. The surface must be clean, with all grease, dirt, dust and all traces of rust removed to prevent new coats of paint from scaling. Rust spots are removed by the use of tools, such as a steel brush, scraper, steel wool, sand-blasting or pickling solutions. Blisters and scales of previously painted surface should be removed with a steel brush.

The Metal should then be painted before the surface again has an opportunity to rust. Paint must not be applied during cold or wet weather.

Finish Coats should be applied as soon as First Coat is dry.

For best results we suggest 2 coats of Finishing Paint over First Coater.

Surfaces previously painted, and in good condition, may be given two coats after cleaning old paint to remove grease, dirt and dust.

We invite your attention to the Metal Protective Paints described on these pages all of which have been thoroughly tested by years of satisfactory performance.

METAL FIRST COATERS

WHEELER'S METAL PRIMER

A Rust Inhibitive Chromated Iron Oxide Metal First Coater, ground in a long elastic oil vehicle, reinforced with extra hard natural resins.

The pigments we use are recognized for their rust inhibitive properties—and the liquids produce a film of the proper elasticity and resistance to moisture, sulphur fumes, rust and corrosion.

Produces a firm tenacious first coat with unusual adhesive properties on metal surfaces.

The film dries throughout more quickly than Finishing Coat materials.

Its dark Copper Brown color serves as an ideal "guide coat" for Finishing Coats.

As a protective coating it is superior to Red Lead which has long been considered a standard material for metal priming.

Easy working—Elastic—Tenacious—Economical and Durable.

Dries to recoat overnight.

Covers 800 to 1000 sq. ft. per gallon—one coat.

Drums	5s	1s	Qts.
(Bbls.)			

A Dark Copper Brown Color

RED LEAD LIQUID

Red Lead has long been recognized as the standard for metal priming because of its Rust Inhibitive Qualities and its ability to adhere to the metal surface and to produce an elastic hard film. When used as a "shop coat" it withstands the abrasions of handling and shipping.

A Red Lead Coat is usually followed with a Finishing Coat of a Protective Paint that is designed to better withstand the elements.

Full body—strong covering.

Finely ground to assure maximum spreading and easy brushing qualities.

Dries to recoat in 48 to 72 hours.

Covers 500 sq. ft. per gallon—One coat.

5s	1s	Qts.
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WHEELER'S GALVANIZED IRON PRIMER

A scientific first coater for galvanized or galvanealed iron and other processed metals that require a specialized primer.

Formulated to form a perfect elastic bond on this type of treated metal and assure a tenacious adhesion.

For best results, clean metal with naphtha to remove all grease and dirt. Processed metal should receive a wash coat of copper sulphate solution (1 lb. of crystals to the gallon of water). Rinse off with clean water using stiff brush, if necessary, to remove any deposits evident on surface. Then apply this Primer in a thin well brushed coat.

Resists Rust. Prevents checking of the Finish Coats.

Dries to recoat overnight.

Covers 600 to 800 sq. ft. per gallon—one coat.

5s	1s	Qts.	Pts.
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Metal Finishing and Structural Paints

WHEELER'S LIQUID GRAPHITE

(Black Only)

A full bodied Graphite Paint—in Black Only—ground with Linseed Oil.

The value of a Graphite Paint as a protective coating for metal and wood surfaces has been proven by years of service. Its great opacity, and affinity for Linseed Oil, produce a tough and elastic film with maximum resistance to deterioration from weather conditions.

Its great covering capacity makes it a most economical protective coating.

Graphite strongly resists acids, alkalis, or gas fumes.

Graphite "A" possesses the highest obtainable quality and Graphite "B" is modified to reduce the cost slightly and supply a paint suitable for many purposes.

Dries to recoat in 48 to 72 hours.

Covers 500 to 800 sq. ft. per gallon—one coat.

Drums	5s	1s	Qts.
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Graphite "A"
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Graphite "B"
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WHEELER'S STRUCTURAL PAINTS

A Rust Inhibitive Paint for metal surfaces. Made from rust inhibitive pigments finely ground with Linseed Oil to provide a tough durable and elastic film to assure longest wear and service.

Resists rust and corrosion and the effects of engine fumes, sulphur fumes and gas. Withstands extreme temperatures of hot and cold weather—rain, snow and sleet.

An ideal protective coating for all metals, iron, steel, tin as well as wood surface.

Dries to recoat in 48 to 72 hours.

Covers 300 to 500 sq. ft. per gal. one coat.

Drums	5s	1s	Qts.
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Black	}	(Bbls.)
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Red Oxide
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Browns
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Grays and Greens
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FIDELITY STRUCTURAL PAINT — RED OXIDE

A rich bright red Iron Oxide Paint possessing Rust Inhibitive qualities. For metal and wood surfaces.

Produces a rich oil film that assures maximum durability.

Heavy in body—reduce for use with Linseed Oil.

Dries to recoat in 48 to 72 hours.

Covers 300 to 500 sq. ft. per gal. one coat.

Bbls.	5s	1s	Qts.
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WHEELER'S TINNERS RED

Prepared for tinnern's use and all kinds of metal such as gutters, down spouts and other tin or galvanized iron surfaces. Prevents rust. Protects metals from the elements. Heavy body. Rich color.

Dries to recoat in 48 to 72 hours.

Covers 250 to 400 sq. ft. per gal. one coat, when used as directed.

Bbls.	5s	1s	Qts.
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FIDELITY TINNERS RED

— Quick Drying —

Designed as a "shop coat" where a quick drying protective paint is required.

For greater durability we recommend our Wheeler's Tinnern's Red described above.

Bbls.	5s	1s	Qts.
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Metal Finishing Paints (Cont.)

SMOKE STACK BLACK

Withstands the highest heat of smoke stacks, boiler fronts, furnace coatings, etc. Protects against severe exposure of the elements.

Does not blister or scale—dries with a hard glossy surface.

Slow drying

Covers 500 to 600 sq. ft. per gal. one coat.

Bbls.	5s	1s	Qts.
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WHEELER'S HEAT AND ACID RESISTING BLACK

Alkali and Water Resisting

An Elastic, Durable and Economical Paint, suitable for a hundred uses inside and outside. A smooth brushing varnish-like paint made from Gilsonite Selects, Linseed Oil and other selected weatherproofing oils.

This Black contains no coal tar which is subject to oxidation, becoming brittle, and usually cracks, chips or peels.

Will not crack, chip, peel or blister. It is a successful paint for Iron, Tin, Wood Shingles, Asphalt Shingles, Prepared Roofing, Concrete and Gravel Roofs.

A few of its many uses are: Roofs, Bridges, Tanks, Smoke Stacks, Boilers, Fire Escapes, Gutters, Store Fronts, Cornices, Iron Fences, Posts, Foundation Walls, Down Spouts, Watering Troughs, Farm Implements, Boat Bottoms, Factories, Elevators, General Upkeep work, etc.

Drum	Drum		
55s	30s	5s	1s

Black
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GILSONITE BLACK

This Black is made on a Gilsonite Base and elastic waterproofing Liquids. It is superior to Asphalt Blacks sold in this price range, or even higher, for use on roofs and many other exterior surfaces.

Contains no coal tar.

This black produces a tough elastic film that provides good protection against the weather. Possesses Heat, Alkali, Water and Acid resisting properties.

Drum	Drum		
55s	30s	5s	1s

Black
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For Additional Metal Protective Paints, See Description of the Following:

Aluminum Paints	On Page 16
Flat Black Finish	
Decorative Grill Work, Fences, etc.	On Page 16
Rock-O-Black	
For Fences, Handrails, etc.	On Page 16
No Fade Colors	
Store Fronts, Metal Shutters, etc.	On Page 14
Sash Black	
Metal Sash, etc.	On Page 14
Truck & Tractor Enamel	
Implements, etc.	On Page 10
Touch Up Black & Chassis Blacks	On Page 10

WHEELER'S MILDEW PREVENTIVE

WHEELER'S No. 92 Mildew Preventive is recommended for mixing with paint where mildew conditions are evident. Please note suggestions for treatment of such surfaces.

MILDEW is a DARK COLORED FUNGUS GROWTH, especially prevalent in localities where humidity or moisture content of the air is high, contributing to the growth of mildew at certain seasons.

It presents a serious problem in many Southern States and has also been experienced recently in a number of Middle Western States.

MILDEW AND DRY PLANT POLLEN adhere readily to tacky surfaces, or a live elastic film, and as dark colors dry more slowly than light colors, it is evident that dark colors are more susceptible to mildew.

The cracks and pores of old weatherbeaten boards accumulate the Mildew before the application of paint. After the paint is applied these cracks and pores are filled with a surplus of excess paint that retards the drying and causes a tacky surface that attracts Mildew. This is intensified where manure is allowed to accumulate.

TO CORRECT MILDEW SURFACE CONDITIONS remove all fungus possible before painting by washing the surface thoroughly.

We advise a solution of $\frac{1}{4}$ pound Washing Soda mixed with a gallon of water. Scrub thoroughly and rinse well with clear water.

WHEN THINNING the paint with Linseed Oil, as directed, we also suggest the addition of a small amount of Turpentine (or preferably our Thinol) as well as Drier, to hasten the drying of the film.

For the Finish Coat we recommend the addition of $\frac{1}{2}$ pint of our No. 92 Mildew Preventive to each gallon of paint, already thinned and ready for finishing coat.

This should be sufficient for most localities. Where Mildew conditions are extremely severe, as high as one-half pint and one-quarter pint of Mildew Preventive should be added to each gallon used for the finishing coat of paint.

$\frac{1}{8}$ s	$\frac{1}{16}$ s	$\frac{1}{32}$ s
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TRIM COLORS



WHEELER'S NO FADE "SASH AND TRIM" COLORS

Assure Enduring Permanence

"PROVEN DURABILITY THROUGH YEARS OF
CONTINUOUS SERVICE."

NON-SETTLING—EXCEPTIONALLY STRONG COVERING.

—For Shutters, Store Fronts, Sash, House Trims, Gasoline Stations and Equipment, Farm Machinery and Implements.

"NO FADE" Sash and Trim non-settling colors are made by combining especially selected **CHEMICALLY PURE COLORS** in Colloidal suspension with a Polymerized Synthesized Oil Base, in proper proportions. These **PURE PIGMENTS** insure maximum **PERMANENCE** and **COVERING** or opacity. The Polymerized **SYNTHESIZED OIL** base increases durability by increasing the water and weather resistance of the film.

Polymerized Synthesized Oil has the inherent ability to resist abrasion, dust, dirt, moisture and the common climatic temperature and weather cycles. This is due to its remarkable retention of elasticity, and longer life of the film, as compared to ordinary oil paint or exterior enamel liquids.

"NO FADE" Quick Drying Colors are highly decorative and remain brilliant for the greatest periods of service, and are therefore, outstanding for every use when length of service and economy therefrom are considered.

The Pigments in ordinary paints such as Greens and Browns usually consist of from 3 to 5 times as much unnecessary inert pigment (non-covering white extender) as they do pure color. They give a presentable appearance when first applied, but as the film weathers (as all films do) the excessive inert white pigment gradually makes its appearance, causing a change of color or fading, which increases with the increased weathering of the film.

"NO FADE" Quick Drying Colors, made on a Pure Pigment base, are not subject to this change.

"NO FADE" QUICK DRYING SASH AND TRIM COLORS dry thoroughly in 6 to 8 hours, but are set to touch in about one hour, and therefore, provide greater safety of use when changing weather conditions threaten, such as a sudden rainstorm, or freezing temperatures.

RETAINS HIGH GLOSS FILM—LIKE ENAMEL

	5s	Gal.	Qts.
Dutch Blue			
Trellis Green			
Brilliant Blind Green
Forest Green			
Moss Green			
Scarlet Vermilion
Orange
Dark Brown

PASTE PAINTS

See White Specials On Page 7

ROOF COATINGS — SASH BLACK

LIQUID ROOF CEMENT

(Heat, Alkali, Water and Acid Resisting)

A Black Coating used in repairing various types of roofs: Tar, Gravel, Concrete, Slate, Tile, Tin, Galvanized Iron, Corrugated Iron, Composition, Felt, Canvas, etc. Only selected materials are used in its manufacture, such as: Asbestos, Pitches and Treated Oil. Apply with a roofing brush sometimes termed squeegee.

Drum	Drum		
55s	30s	5s	1s

BLACK PLASTIC ROOF CEMENT

(Heat, Alkali, Water and Acid Resisting)

Very Elastic and Durable. Withstands extreme temperature and does not crack. Its many uses are: Roofs, Relining Gutters, Down Spouts, Eave-Troughs, Water Troughs, Drain Pipes, Sky Lights, Chimney Flashings, Cornices, etc.

Also use as a log chinking cement between logs on log cabins.

Applied with a trowel or putty knife.

1s	5s	10s	50s	100s	300s
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For Gilsonite Black—See Page 13

SASH BLACK

ROCK SASH BLACK (1249)

Covers solid one coat. Dries with an Enamel Finish. Elastic. Quick Drying. Durable. An ideal finish for window sash, store fronts, etc.

Resists acids and alkali. For wood or metal surfaces.

Works very freely—facilitating a straight edge. Does not soften the putty. Also excellent for screen frames, screen door frames, storm window frames, etc.

Dries in 6 to 8 hours.

Covers—500 to 600 per gal. one coat, when used as directed.

	1s	1/2s	1/4s
Price

FIDELITY SASH BLACK (No. 1099)

A popular priced Black for purposes described above.

1s	Qts.
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SCREEN ENAMELS



ROCK SCREEN ENAMEL

The highest type Screen Enamel for screens and frames of metal or wood.

Ground in a Spar Varnish. More than twice as durable as the average competitive Screen Paint on the market.

Does not fill or clog the mesh. Prevents rust. Dries with a high gloss.

Dries overnight

Covers—500—600 sq. ft. per gal. one coat.

	1s	½s	Qts.	Pts.	½ Pts.
Black
Green
Copper Color



WHEELER'S SCREEN PAINT BLACK

— Quick Drying —

A durable black for screens and frames. Prevents rust. Does not fill the mesh. Black only.

Dries overnight

Covers—500—600 sq. ft. per gal.—one coat.

	Gal.	½s	Qts.	Pts.	½ Pts.
Black only

WATERPROOFING (Anti-Damp)

For damp-proofing Exteriors of concrete and brick foundation, basement walls, etc. Remains in an elastic condition indefinitely. Applied with stiff brush or broom.

Covers approximately 40 sq. ft. two coats to the gallon.

Drum	Drum	5s	1s
55s	30s

ZONE MARKING PAINT

A Quick Drying Paint designed for zone marking on cement, stone, asphalt or creosote blocks.

In addition to the use of this product for street marking, it is also ideal for use around Gas and Service Stations, Garages, Warehouses, etc.

Easy working—strong covering and hiding—may be sprayed or brushed.

Thin with Thinol or Turpentine for spraying or machine application.

Quick drying

Covers 400 to 500 sq. ft. per gallon.

	1s	Qts.
White
Yellow-Orange
Red

SHINGLE STAIN

WHEELER'S SHINGLE STAIN

Beautifies and Preserves wood shingles. Prevents splitting, warping and decay, fungus growth, etc. Does not contaminate the rain water for drinking purposes.

Exterior "Paint Styling" includes the use of Shingle Stains for roofs and siding of shingle, or rough novelty lumber.

Wheeler Shingle Stains are made from chemically pure Pigments of the highest quality assuring permanence and clearness of tone. Are finely dispersed in pure Linseed Oil combined with especially selected refined Creosote Oil free from acid. The use of Creosote Oil is recommended in Federal Specifications to preserve wood surfaces.

COVERING CAPACITY—one gallon Shingle Stain covers approximately 110 sq. ft.—2 coats if brushed. 2 to 2¾ gallons will dip 1000 shingles ⅔ of their length. 3 to 3½ gallons will cover 1000 shingles one dip coat and one brush coat.

For new work we suggest dipping shingles in bundles before laying, allowing at least 15 minutes to permit thorough penetration.

	Bbbs.	5s	Gals.
Moss Green
Bronze Green
Emerald Green
Seal Brown
Maroon
Light Brown
Briarwood
Dark Gray
Silver Gray
White

Dutch Blue

Double Strength White*

(*A heavy bodied Lead-Zinc-Titanium Product for work where solid covering qualities are needed.)

FIDELITY SHINGLE STAIN

A popular priced serviceable Shingle Stain that will give a higher degree of service than the low priced stains offered by many competitors. Pigments are dispersed in selected oils including the necessary Creosote Oil.

	Bbbs.	5s	1s
Moss Green
Bronze Green
Silver Gray
Seal Brown
Maroon

CREOSOTE OIL

Creosote Oil is an amber colored oil used for the preservation of wood and the extermination of termites, ants, wood borers and other insects that attack wood.

Creosote Oil is usually sprayed but may also be brushed or dipped.

5s	1s
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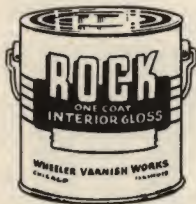
WHEELER'S MASTER PAINTERS ENAMEL LINE

These products are built to meet the exacting requirements of the PROFESSIONAL PAINTER. They have been developed by and for the Master Painter and Decorator. We consult practical painters on the job and the resulting formulations are directly suited to their needs.

We have succeeded in working out a process that has permitted the use of a full-bodied vehicle that

works easily under the brush, at the same time affording maximum coverage and hiding power, whiteness, color and gloss retention, workability, continued uniformity and a dependable package condition.

This includes the extremely important "non-sagging" properties which we incorporate in the formulation of all our Enamels.



ROCK ONE COAT INTERIOR GLOSS ENAMEL

WHITE AND COLORS

This Titanium Pigmented "One Coat" Enamel Finish is designed as the highest type of Interior Gloss Enamel for walls, ceilings and woodwork.

It is a great favorite with Master Painter and the home-owning consumer because of its superb qualities and performance over a long period of years.

Rock One Coat Interior Gloss Enamel was developed years ago to meet the demand for an easy working one coat enamel of extreme durability and washability.

Its Titanium Pigmentation provides maximum covering and hiding properties. Its formulation with the finest Enamel Liquids assures maximum color and gloss retention, producing the most ideal finish for surfaces that require a "heavy duty" washable film on walls, ceilings and woodwork, such as:

Kitchens	Homes
Bath Rooms	Apartments
Amusement Rooms	Hotels
Laundry Rooms	Hospitals
Hallways	Offices
Dados	Factories
	Public Buildings

The outstanding quality characteristics of this unusual product are as follows:

- Easy working
- Non-sagging
- Maximum covering and hiding
- Color and gloss retention
- Extreme washability
- Durability and economy

Apply as a "One Coat" Finish over any surface that is suitable for repainting.

- On porous surfaces, or new work, apply over a first coat of our No. 88 Pigment Sealer to seal the porous surface—and stop the suction.

Dries—to recoat overnight to 24 hours.

Covers 400 to 600 square feet per gallon, one coat.

Available in—

	1s	½s	Qts.	Pts.	½ Pts.
White	Off White				
Ivory	Pea Green	}			
Cream	Pale Orchid				
Rose Pink	French Beige				
Silver Gray	Peach				
Light Blue	Canary Yellow				
Dusk Blue	Copper Red				

MARVELUSTRE WHITE ENAMEL

(Alkyd Type)

Fume Resisting
Non-Yellowing



HIGH GLOSS AND SATIN FINISH FOR INTERIOR AND EXTERIOR USE

Designed especially for use on walls, ceilings, woodwork or fixtures where excessive moisture, heat or fumes have a tendency to effect the color of the ordinary Enamel.

This Enamel is not effected by the baking fumes in bakeries. Is also ideal for use in Dairies, Hospitals, Food Markets, Refrigerators, etc.

Marvelustre White Enamel is the finest Air Drying Enamel that can be manufactured by using the most advanced technique of vehicle formulation and Thermal Heat Treating apparatus, combined with the strongest and Whitest Pigments known.

This Enamel retains its original color so that it stands out against the normal oil type enamels for its non-yellowing and clear whiteness of color over long periods of time.

This assures a continuous attractive appearance—with maximum light reflectivity.

Marvelustre White Enamel is also recommended for exterior work because of its ability to withstand the exposure to the elements.

Withstands repeated washings with soap and water.

MARVELUSTRE WHITE ENAMEL No. 4000 dries with a high gloss.

MARVELUSTRE WHITE ENAMEL No. 4002 dries with a Semi-Gloss Finish (Medium Sheen).

MARVELUSTRE ENAMEL THINNER is designed for the thinning of 4000 or 4002.

Made in White only. No. 4000 may be tinted with Oil Colors and No. 4002 with our Deep Color Flat.

NOTE: Where colors are desired we also suggest the use of our Speed-Rock Enamel.

Dries in 4 hours.

Covers 400 to 500 sq. ft. per gallon, 1 coat.

	5s	1s	Qts.
Marvelustre White Enamel No. 4000
Marvelustre Satin Finish No. 4002
Marvelustre Enamel Thinner

WHITE ENAMELS (Gloss)



M. P. ROCK O' NAMEL WHITE No. 625

A pure Titanium Pigmented Synthetic Gum Oil Enamel, designed for the finest Enamel work.

Positively the whitest, strongest covering and highest quality Enamel of the non-yellowing oil type that can be produced at any price. The use of this Enamel saves labor and materials.

No. 625 embraces every possible high quality characteristic to produce the maximum results as follows:

WHITENESS—Titanium Pigmentation assures extreme whiteness and strong hiding properties.

COLOR RETENTION—Light clear liquids assure clearness of tone and their high mellow quality assures retention of colors.

GLOSS RETENTION—Formulation of liquids with synthetic gums properly aged and balanced assures maximum maintenance of gloss.

WASHABILITY—Impervious and elastic film withstands the action of washings with soap and water or the usual cleaning preparations.

EASY WORKING—Spreads easy—flows freely under the brush and levels perfectly. Does not sag.

STRONG COVERING AND HIDING—In addition to the durability and fine quality of this high type Enamel, the largest painting contractors and decorators find No. 625 the most economical to use owing to its extreme spreading and hiding properties.

APPLICATION

ONE COAT WORK—No. 625 is ideal for one coat jobs over surfaces suitable for refinishing.

TWO COAT WORK—Apply over first coat of our No. 88 Pigment Sealer, flowed on freely and sanded lightly.

THREE COAT WORK—Apply over first coat of our No. 88 Pigment Sealer and second coat of our M. P. Undercoater No. 626.

Made in White only. Tint with Colors in Oil.

Dries dust free in 2 to 4 hours.—to recoat in 24 to 48 hours, depending on drying conditions.

Rubbing time—96 hours, or more, to produce an eggshell finish. Rub with pumice and water.

Covers 400 to 600 sq. ft. per gallon—one coat.

1s ½s Qts. Pts. ½ Pts.



M. P. ROCK WHITE HIGH GLOSS ENAMEL No. 627

A super type Enamel for the finest high grade work. Titanium Pigmentation assures extreme Whiteness, solid covering and strong hiding.

Formulation with the finest Enamel Liquids provides maximum color and gloss retention.

Withstands repeated washings.

No. 627 is easy working, flows freely and levels nicely—non-sagging.

Dries with a smooth hard finish resembling porcelain.

Apply a "one coat" finish over surfaces suitable for repainting.

—For 2 coat work, such as new work or porous surfaces, apply over our No. 88 Pigment as a First Coater.

—For 3 coat work, apply our No. 626 Undercoater over Pigment Sealer.

Dries dust free in 2 to 4 hours—overnight to 24 hours, for recoat.

Rubbing time 48 to 72 hours.

Covers 400 to 500 sq. ft. per gallon—one coat.

Made in White only—tint with Colors in Oil.

1s ½s ¼s

M. P. ONE COAT WHITE ENAMEL No. 3601



A Titanium Pigmented One Coat Enamel designed especially for Master Painters as a Super Quality Interior Gloss Enamel for walls, ceilings and woodwork.

Positively the highest quality product of this type.

Provides maximum covering, hiding and color retention.

Easy working—Non-sagging.

Is strictly washable and retains gloss.

Extremely durable and wear resisting.

Dries with a rich full high gloss finish.

Apply as a "One Coat" Finish over surface suitable for repainting.

On porous surfaces, or new work, apply our No. 88 Pigment Sealer as First Coater.

For 3 coat work apply our No. 626 Undercoater over No. 88 Pigment Sealer.

Made in White only. Tint with Colors in Oil. For color line see our One Coat Interior Gloss Enamel.

Dries dust free in 2 to 4 hours and to recoat overnight to 24 hours.

Rubbing time 48 to 72 hours.

Covers 400 to 600 sq. ft. per gallon—one coat.

5s 1s ½s Qts.

M. P. WHITE ENAMELS (Gloss)

M. P. ROCKARD WHITE ENAMEL No. 639

Designed as an all purpose White Enamel that is superior to most high grade competitive Enamels of this type in the same price range.

A full bodied White Enamel, Titanium Pigmented to assure maximum coverage.

Possesses exceptional Whiteness, color and gloss retention.

Easy working—Non-sagging—washable and durable.

Made in White only.

Dries overnight with a high gloss.

Covers 300 to 400 sq. ft. per gallon—one coat.

5s	1s	½s	Qts.
.....

M. P. ONE COAT WHITE ENAMEL No. 607

A favorite with Master Painters as a medium priced All Purpose Enamel for walls, ceilings and woodwork.

Its formulation provides extreme Whiteness, color and gloss retention, washability, easy working and strong covering. Does not sag.

Made in White only.

Dries overnight with a full gloss.

Covers 300 to 400 sq. ft. per gallon—one coat.

5s	1s	Qts.
.....

M. P. PREMIER WHITE ENAMEL No. 617

A full bodied, moderate priced white Enamel that retains its whiteness and lustre after repeated washings.

No. 617 is extremely easy working, slides well from the brush, flows and levels nicely and does not sag.

This is a remarkable value that fills the demand for an economical Enamel for the average contract work as a high gloss finish for walls, ceilings and woodwork.

Made in White only.

Dries overnight with a full gloss.

Covers 300 to 400 sq. ft. per gallon—one coat.

5s	1s	Qts.
.....

PAINTERS WHITE ENAMEL

These Enamels are designed to meet the painters' demand for a low priced Enamel.

Here again we are meeting competition with a superior product that gives perfect satisfaction for the purpose intended.

Made in White only.

Dries overnight to 24 hours.

Covers 300 to 400 sq. ft. per gallon—one coat.

	5s	1s	Qts.
No. 604
No. 605

M. P. WHITE ENAMELS (Semi-Gloss)

SEMI-GLOSS ENAMEL SUGGESTIONS

We have been watching with keen interest the growing popularity of Eggshell or Semi-Gloss Enamel Finishes and recognized early that sooner or later the Master Painters would demand a variety of Semi-Gloss Enamels to meet their requirements.

There is, however, a vast difference of opinion as to the "degree" of gloss or sheen which constitutes the proper or acceptable Semi-Gloss or Eggshell Finish.

Before the days of Semi-Gloss Enamels the Master Painters secured the soft sheen Enamel effects by the various processes of rubbing. The Enamel coat itself was built up over an ideal surface of several coats of smoothly sanded undercoats. The effects thus produced depended upon the type of rubbing and the amount of energy expended on the job.

It is evident that there could be no set standard of Eggshell or Semi-Gloss Sheen because the results depended somewhat on the individual workman. The decorators were, therefore, often perplexed as to how to satisfy the property owners' ideas as to degree of sheen.

Today on the other hand, with the new and improved raw materials such as Titanium, Chinawood Oil (Tung Oil), Synthetic Gums, Polymerized Linseed Oil, etc., it is possible to produce Semi-Gloss Enamels that reflect the painters' and property owners' ideas as to degree of gloss or sheen effects.

In presenting our Semi-Gloss Enamel Finishes to our trade, we want to emphasize that each of them have been developed over a period of years to meet certain definite demands in price and finish effects, in various parts of the country.

There is a distinct difference in the degree of sheen produced by each of these products. The Master Painter, of course, understands that each of them will also produce a different effect according to whether the under surface is flat, Semi-Gloss or High-Gloss.

PREPARING THE SURFACE FOR SEMI-GLOSS FINISHES

Master Painters realize the importance of preparing the surface, and the need of suitable undercoats for Enamels and especially when "Semi-Gloss" or "Eggshell" Enamels are used.

To assure best results we do not recommend the use of any Flat Paints or Enamel Undercoaters directly under Finish Coat of Semi-Gloss Finishes. This is for the reason that all Semi-Gloss Finishes are very sensitive to the soft spots created by the possible uneven distribution of Flat Paints and/or Enamel Undercoaters, causing the finished work to show an ununiform sheen. Some Flat Paints are porous and even in cases where there is a uniform distribution over the surface, their absorption results in reducing the normal degree of sheen in the Semi-Gloss Finish.

APPLICATION SUGGESTIONS

For One Coat Work—Our Semi-Gloss Finishes produce satisfactory results as a "One Coat" job over surfaces in good condition and that have been previously finished with gloss or semi-gloss finishes. We do not recommend "one coat" work over porous surfaces or surfaces previously painted with Flat Paints for reasons mentioned in previous paragraph.

For Two Coat Work. We recommend a first coat of our No. 88 Pigment Sealer to assure a thoroughly sealed under-surface before applying any Semi-Gloss Enamel. Please note that Pigment Sealer should be "flowed" on (to assure maximum sealing) and not brushed out.

M. P. WHITE ENAMELS (Semi-Gloss)

Semi-Gloss Enamel Suggestions (Cont.)

As an alternate method, many painters prefer to use a mixture of Enamel and Undercoater or Enamel and Flat Paint under Semi-Gloss Finishes and this process is satisfactory if the under surface is not too porous. However, such a mixture is practically a Semi-Gloss, and therefore, where this method is preferred, we recommend that our Semi-Gloss Finishes be used for both the first and second coats.

For 3 Coat Work:—

For greatest depth of tone and finest finish we recommend a first coat of our No. 88 Pigment Sealer, followed by an intermediate coat of High Gloss Enamel, dulled down with steel wool and then a finishing coat of Semi-Gloss Enamel.

This recommendation produces the finest washable finish, with greatest depth of tone, and superior durability in the completed work, as follows:

- 1st coat—No. 88 Pigment Sealer
- 2nd coat—High Gloss Enamel
- 3rd coat—Semi-Gloss Enamel

STOP—LOOK AND LISTEN!

All Semi-Gloss Finishes are temperamental and the following suggestions will assure good results:

Always allow 24 to 48 hours after applying first coat before applying any Semi-Gloss finish.

Shiny spots are often the result of rebrushing the surface for sags or runs after Eggshell Finish has begun to set.

Always apply a full flowing coat and do not attempt to brush out, or feather out, Semi-Gloss effects the same as mixed paints.

Always stir Semi-Gloss Finishes thoroughly before using and stir occasionally during application.

THINNING

Thinol is recommended as a reducer for any of our Semi-Gloss Enamels when thinning is necessary. However, turpentine, naphtha or mineral spirits are satisfactory.

Thinol is not a substitute—but is a better thinner than naphtha or turpentine for all painting purposes. No objectionable odor. Gradual evaporation. Maintains "wet edge" for longest time. Improves flow.

TINTING

Oil colors often increase the degree of sheen desired in a Semi-Gloss Finish especially when an excessive amount of oil colors are necessary to produce deep shades. For this reason we recommend the use of our Deep Colors, described below.

In cases where the use of oil colors is necessary we suggest the addition of Flat Paint to the mixture, such as a pint of Flat Paint to each pound of oil colors. This is not necessary for ordinary tints such as Ivory, Cream, Buff, etc. (Do not use our No. 978 Flat for intermixing at any time.)

DEEP COLOR FLAT FINISH

These Deep Color Flats are ideal for tinting Semi-Gloss finishes because they do not increase the sheen neither do they decrease the degree of sheen owing to their great tinting strength.

Designed especially for tinting Flat Paints and are ideal for tinting Semi-Gloss Enamels instead of colors in oil.

THE DEGREE OF SHEEN of any Semi-Gloss may be increased by the addition of Enamel, thoroughly mixed or the sheen may be decreased by the addition of Flat Paint.

M. P. ROCK O' NAMEL SATIN FINISH WHITE ENAMEL No. 642



This is the highest type Semi-Gloss Finish that it is possible to produce with the purest Titanium and finest Synthetic Gum and Oil type Enamel Liquids.

This product is the same high quality as our No. 625 Super White High Gloss Enamel.

No. 642 is designed for the finest Semi-Gloss Enamel work. Has exceptionally strong covering and hiding properties—easy working—full body—flows smoothly and does not sag. Possesses maximum washability and retains its snow white color for the longest time.

Produces a tough, durable and elastic type film that sets slowly and dries overnight.

The sheen effect is "medium" with a slightly lower sheen than our No. 702.

Made in White only.

Dries overnight.

Covers 500 to 600 sq. ft. per gallon—one coat.

1s Qts.

M. P. ROCK WHITE EGGSHELL GLOSS No. 702



This is the original Semi-Gloss Enamel developed by us years ago to meet the demand for a rubbed effect Enamel and is designed for the finest Semi-Gloss Enamel Work.

No. 702 is made from the purest Titanium and finest Enamel liquids, highly pigmented to produce a tough, durable and elastic film.

Strong covering and hiding. Easy working. Flows nicely. Full body. Does not sag. Retains snow white effect for longest time.

Film gradually dries down to a sheen effect slightly above medium.

Made in White only.

Dries overnight.

Covers 500 to 600 sq. ft. per gallon—one coat.

1s Qts.

For Alkyd type non-yellowing Semi-Gloss see Marvelustre Satin Finish on Page 18



M. P. "VELVA-LUSTRE" SEMI-GLOSS ENAMEL WHITE No. 2869

Designed to meet the demand for an extremely "free flowing" Semi-Gloss or Eggshell and the acceptance by the trade has been sensational.

Master Painters have long felt the need of this type finish which has all the characteristics of the highest quality long oil gloss Enamels—yet producing a pleasing Semi-Gloss Effect.

Highly pigmented with Pure Titanium Pigments—easy working—non-sagging—strong covering—waterproof—washable—durable.

The film dries gradually down to a sheen slightly above medium resembling a Rubbed effect.

Made in White only.

Dries overnight.

Covers 500 to 600 sq. ft. per gallon—one coat.

5s 1s Qts.

M. P. EGGSHELL WHITE ENAMEL No. 602

Designed especially to meet the demand for a Semi-Gloss Enamel Finish for walls and ceilings as well as woodwork.

This is an exceptional product that is very popular for its strong covering—easy working and non-sagging features.

Waterproof—washable—durable.

Especially desirable to produce the Eggshell decorative effects so much in vogue.

The sheen is the "Velvet Eggshell" type.

Made in White only.

Dries overnight.

Covers 600 to 700 sq. ft. per gallon—one coat.

5s 1s Qts.

M. P. ROCKARD SATIN FINISH No. 606 WHITE

Developed to meet the demand for a Semi-Gloss Finish of the "low sheen" type as a companion line to our popular medium priced One Coat Enamels.

No. 606 is popular with Master Painters for all classes of work where a real "low sheen" is desired.

No. 606 is Titanium Pigmented, assuring strong covering and hiding, and its highly elastic Enamel Liquids assure easy working, great covering capacity and non-sagging.

Produces a tough, durable, elastic, washable film.

The sheen is very dull, such as secured in extreme rubbed effects on the old oil type Enamels.

Made in White only.

Dries overnight medium fast,

Covers 500 to 600 sq. ft. per gallon—one coat.

1s Qts.

FOR additional Semi-Gloss Finishes in White and colors for walls and woodwork, see description of:

- Rock Tone Semi-Gloss Finish on Page 17
- Fidelity Semi-Gloss Finish on Page 17
- Stipple Finishes on Page 32



M. P. ONE COAT UNDERCOATER No. 626

The Highest Type Free Flowing Enamel Undercoater made. No. 626 provides the ideal under surface for the finest class of White Enamel Finishing. It produces a hard, smooth, non-porous surface of the finest texture. Its free flowing properties assure easy working and perfect leveling. Its opaque denseness and pure whiteness cover solid.

Sands exceptionally easy and does not gum the sandpaper. For new work, apply over coat of our 88 Pigment Sealer.

Dries dust free in 2 to 4 hours and to sand and recoat in 24 hours under normal drying conditions.

Covers 400 to 500 sq. ft. per gallon—one coat.

1s ½s Qts. Pts. ½ Pts. ¼ Pts.

White Only

M. P. PREMIER UNDERCOATER No. 633

A high quality opaque free flowing Undercoater that compares with the highest quality competitive Undercoaters.

Flows smoothly—and levels nicely. Easy working—sands easily without gumming sandpaper.

Dries dust free in 2 to 4 hours and to sand and recoat in 24 hours.

Covers 400 to 500 sq. ft. per gallon—one coat.

1s ½s Qts. Pts. ½ Pts.

White

FIDELITY UNDERCOATER

A competitive undercoater that is recommended for use instead of Flat Wall Paints often used as an undercoater.

Sands nicely and produces a smooth hard surface for Enamel.

Made in White only.

Dries overnight.

Covers 350 to 450 sq. ft. per gallon—one coat.

1s Qts.

FLAT WALL PAINTS

See Wall Finishes on Pages 28 to 33 inclusive.

— FLOOR FINISHES —

HEAVY DUTY FLOOR ENAMELS



“ROCK” FLOOR ENAMEL

(FOR WOOD AND CEMENT FLOORS)

A Super Quality Tung Oil Synthetic
Gum Floor Enamel for wood, concrete
or linoleum.

Made to walk on—*too TUFF to SKUFF.*

Years of experience and successful experiment with Tung Oil and Synthetic Gums have enabled us to produce this Super Floor Enamel that stands the most severe usage of floor surfaces.

Easily applied
Tough — Durable — Elastic
Stands repeated washings.
Proven by years of service.

Dries overnight.

Covers 250 to 300 sq. ft. per gallon 2 coats.

	Gal.	½ Gal.	Qts.	Pts.
Light Gray				
Dark Gray				
Light Oak				
Golden Brown				

WHEELER'S PORCH and DECK PAINT

The best made at any price.

—A White Lead, Zinc Oxide, Linseed Oil, Spar Varnish type—

Made to withstand the most severe exterior exposure and hardest wear on porch floors, steps, decks, etc. Stands wear and weather.

Where the highest Gloss Enamel Finish is desired in bright colors, we recommend our Rock Floor Enamel.

Dries overnight.

Covers 250 to 350 sq. ft. per gallon—two coats—when used as directed.

	Gal.	½ Gal.	Qts.	Pts.
Lt. Gray—Dk. Gray—Warm Drab				

HEAVY DUTY Concrete Floor Enamel

A Tung Oil, Hard Gum, Super Quality Floor Enamel made especially for the hardest use on concrete floors. The highest quality Floor Enamel available at any price for concrete, wood or linoleum floors. Produces a tough, durable, elastic film.

NOTE: Check floors for moisture by placing rubber mat on concrete for 24 hours. If it is then wet underneath, it indicates moisture in floor.

Check for alkali with litmus paper.
If it turns blue it indicates alkali in concrete.

Dries overnight.

Covers 250 to 300 square feet per gallon—two coats.

	1s	Qts.	Pts.
Light Gray			
Dark Gray			
Light Oak			
Golden Brown			

FIDELITY FLOOR ENAMEL



Fidelity Floor Enamel produces a rich durable gloss finish; stands repeated washings with soap and water.

For inside floors, such as wood, cement and linoleum. "Made to walk on."

Dries overnight.

Covers 250 to 300 sq. ft. per gallon 2 coats when used as directed.

	1s	½s	Qts.	Pts.
Light Gray				
Dark Gray				
Light Oak				
Golden Brown				

FIDELITY PORCH and DECK PAINT

A long oil durable floor paint for porch floors, decks, etc. "Stands wear and weather."

Dries overnight.

Covers 250 to 300 sq. ft. per gallon 2 coats when used as directed.

	1s	½s	Qts.	Pts.
Light Gray, Dark Gray, Warm Drab				

CRACK and SEAM FILLER

For filling cracks, seams, and crevices in old or new floors. Does not dry up, crack or shrink like putty. Produces a hard smooth surface. Apply with putty knife.

1 lb. cans
.....

FLOOR WAX (Paste Form)

The highest grade wax for use on floors, woodwork, etc. May be applied with or without weighted floor brush or buffing machine.

Retains gloss for longest time. Has no objectionable odor.

1 lb. cans
.....

LINSMENT

A Super Linoleum Cement.

The highest type waterproof cement made for cementing floor coverings such as linoleums, rubber, rubber tile, etc., to wood, cement or composition floors.

It is waterproof—weatherproof and acid resisting.

May be used for cementing entire back of covering—or in cases where only edges are to be cemented.

Linsment is used and endorsed by leading layers of floor coverings where the best possible cement is required. Also unsurpassed for mending broken furniture, etc., or for cementing any two surfaces together, whether glass, wood, metal or stone.

	1s	Qts.	Pts.	½ Pts.

LEMOYL FURNITURE and AUTO POLISH

— A Lemon Oil Polish —

Contains Oil of Lemon and other selected Oils all recognized to possess excellent cleaning and polishing properties.

Lemoyl contains "no dyes" to stain hands or doilies, "no alkali" or "acid" to injure the surface or delicate hands—and contains "no water."

Lemoyl brightens and revives painted or enameled or varnished surfaces, such as pianos, furniture, woodwork, linoleums and automobiles.

Gal.	Qts.	4 oz.	12 oz.
Cans	Cans	Bottles	Bottles

GRAINING COLORS IN OIL

Made in paste form for producing grained effects over ground color in imitation of popular grained woods.

1 lb. cans

Light Oak and Dark Oak

INVADER 15c LINE

This is a line of the most popular items required to meet the demand for 15c cans.

The quality of this line is superior to the 15c items sold in the chain stores and our dealers can therefore sell these 15c cans with the assurance that they will give far more satisfactory service than similar competitive products.

A quality that brings customers back for more—and leads to sales of other Paint and Varnish items.

Available as follows:

4 Hour Enamel.....(14 colors White and Black)
Varnish Stain.....(4 colors and ground)
Enamel Undercoater.....White only

4-Hour Spar Varnish
Stovepipe Enamel

Screen Enamel Black
Touch Up Black
Auto Top Dressing

Packed—12 packages in separate carton.

Prices.....per dozen.

INTERIOR GLOSS FINISHES

See Pages 17 and 18

WHEELER'S PURE COLORS IN OIL

Made in soft paste form—sold by liquid measure

Years of experience in catering to the requirements of Experienced Painters, who buy our products through our many dealers, have made it possible for us to embody every quality feature the Painting Decorators demand in Pure Oil Colors.

These "Colors in Oil" are made only from carefully selected, and thoroughly tested colors that are finely ground in Pure Linseed Oil resulting in colors that possess the maximum in —

- Tinting strength
- Color permanence
- Clearness of Tone

Painters and Decorators find that these colors are suitable for the finest work, such as the tinting of the highest grade Enamels, Semi-Gloss or Flat Finishes—as well as for mixture with Glazing Liquids for the most delicate blends or deepest shades.

The soft paste consistency of our Oil Colors is the type preferred by experienced Painters for practical tinting purposes—and it is more economical than the so-called "Liquid" colors because we are able to fill a greater amount of Pure Color and tinting strength in each and every can. Please note the net weight of each color printed on each can.

Sold in gallons, quarts, ½ pints and tubes.

	Price per package			Weight per package					
	½ Pts.	Qts.	Gals.	Lb.	Pts.	Qts.	Oz.	Lb.	Oz.
Lamp Black	12 ½	3	2	12	8	
Ivory Drop Blk.	15 ¼	3	12	15	4	
Prussian Blue	13	3	4			
Ultramarine Blue	15	3	12			
Cobalt Blue	1	4				
Umbers (Raw and Burnt)	14	3	8	14		
Siennas (Raw and Burnt)	14	3	8	14		
Van Dyke Brown	11	2	12	11		
Chrome Green (Lt., Med., Dk.)	1	5 ½	5	6	21	8
Chrome Yellow (Lt., Med., Dk.)	1	9	6	4	25	
Yellow Ochre	15	3	12	15		
Venetian Red	1	5	5	4	21	
Am. Vermilion	1	1 ¼	4	5		
Permanent Red (Lt. & Dk.)	14	3	7	13	12	
Rose Pink	1	4	5			
Tuscan Red	1	4	5			
Turkey Red	14	3	7			
Indian Red	1	5	5	4		
Rose Lake (Super Quality, Producing Non-Fading Orchid)	1	4				

LARGE TUBES (1 x 5 Size) each

BULLETIN COLORS

Formulated especially for bulletin work guaranteed for permanency, brilliancy and opacity. Strong covering—non-bleeding.

	1s	Qts.	Pts.
Bulletin Red
Bulletin Blue
Bulletin Green
Bulletin Yellow

WHEELER'S PASTE WOOD FILLER

For filling the pores of open grained woods, such as Oak, Chestnut, Walnut, Mahogany, Ash, etc.

Supplied in Paste form to be thinned with Benzine to the consistency of thick cream and applied with a flat bristle brush across the grain of open grain woods. After 15 to 20 minutes, when the filler has flattened or set, wipe off the surplus filler on the surface by rubbing with burlap or coarse cloth also across the grain.

This fills the pores of the open grained woods, and leaves a smooth even surface.

Our Paste Filler is so finely ground that it penetrates into the finest pores. It dries hard as a rock—and does not settle or shrink in the pores.

Dries to wipe in 15 to 20 minutes. To sand with fine sand-paper and to recoat overnight to 24 hours.

Covers approximately 1200 sq. ft. per gal. when thinned and applied according to directions. (1/2 pint usually sufficient for a new Oak Door).

Weight	Gallons	Quarts	1/2 Pts.
	(16 lbs.)	(4 lbs.)	(1 lb.)
Natural	Golden Oak		
Light Oak	Walnut		
Dark Oak			

SEMI-PASTE PAINTS

SAVAKOTE SEMI-PASTE WHITE No. 2001 (For Inside Use)

A heavy bodied Lithopone Semi-Paste for walls and wood-work that has given satisfaction for years.

A favorite with Painting Contractors as a Double Duty Paint as follows:

FOR PRIMING COAT—Thin each gallon with 1 quart Linseed Oil and 1 quart Turpentine (or preferably our Thinol).

FOR GLOSS EFFECTS (Tinted Work)—Thin with Linseed Oil and a small amount of Turpentine (or Thinol) and Drier.

FOR SEMI-GLOSS OR DULL FINISH (Tinted Work)—Thin only with Turpentine (or Thinol) to brushing consistency.

STIPPLE WORK (Pebble Type)—Thin with turpentine (or Thinol) and allow to set 3/4 of an hour before stippling.

NOTE: For the whitest work, we recommend our White Enamels in gloss or semi-gloss.

White only—tint with Oil Colors.

Dries overnight.

Covers maximum number of square feet per gallon according to surface or finish desired.

5s 1s Qts.

WORK RITE SEMI-PASTE WHITE No. 2006

FOR INTERIOR USE (For Tinted Work)

A White Semi Paste, at a medium price, for all interior gloss painting purposes.

Produces a washable surface—stands maximum reduction—works easy—covers well.

PRIMING COAT—Walls and woodwork. Thin each gallon with 1 quart Linseed Oil and 1 quart Turpentine (or Thinol).

FINISH COATS (GLOSS)—Thin each gallon with 3 pints Boiled Linseed Oil and 1 pint Turpentine (or Thinol).

EGGSHELL GLOSS—Thin with Turpentine (or Thinol).

FOR STIPPLING (Pebble Type)—Thin with Turpentine (or Thinol) and allow to stand 3/4 hour before stippling.

NOTE: For the whitest work, we recommend our White Enamels in gloss or semi-gloss.

Made in White only—Tint with Oil Colors.

Dries overnight.

Covers maximum amount of surface

5s 1s Qts.

PASTE WHITES

M. P. TITANOX 2 in 1 PASTE WHITE

For outside or inside use. Heavy in body. Strong covering. Fume Proof—Non-Toxic.

A "double purpose" Paste White, formulated with Zinc and Titanium, that finds many uses in the hands of the Painting Contractor—as follows:

(a) For intermixing with any other Paints or Enamels that require addition of Titanium, or Zinc, or both. This increases the hiding power and the whiteness of such paints.

(b) To produce a gloss or flat paint for walls and woodwork—for outside or inside use.

This Paste Paint contains no White Lead—and is therefore Fume Proof and Non-Toxic.

FOR INSIDE USE (For Tinted Work)

FOR HIGH GLOSS FINISH—Mix each gallon of this Paste with one gallon of liquid composed of equal parts Linseed Oil, Pale Varnish and Turpentine (or preferably our Thinol).

FOR MEDIUM GLOSS FINISH—Reduce one gallon Paste with 3/4 gallon Linseed Oil and 1/4 gallon Turpentine (or Thinol).

FOR FLAT FINISH—Reduce one gallon Paste with 1/2 gallon Flatting Oil and 1/2 gallon Turpentine (or Thinol).

NOTE—For the whitest work we recommend our White Enamels in Gloss or Semi-Gloss.

FOR OUTSIDE USE (Fume Proof—Non-Toxic)

1ST COAT—Reduce one gallon of this Paste with one gallon Linseed Oil and 1/2 gallon Turpentine (or Thinol).

2ND COAT—Reduce one gallon Paste with 3/4 gallon Linseed Oil and 1/4 gallon Turpentine (or Thinol).

Made in White only—tint with Oil Colors.

Dries to recoat in 48 to 72 hours.

Covers maximum number of sq. ft. per gallon, according to thinning or surface conditions.

5s 1s Qts.

INTERIOR PASTE No. 2008

A moderate priced Lead, Zinc and Lithopone Paste, formulated for interior use.

Economical, easy working—strong covering and produces a durable washable film.

Ideal for stipple effects and is more economical for wall finishing than White Lead and Linseed Oil.

FOR INTERIOR USE (For Tinted Work)

FOR SEALING new walls or woodwork. Thin each gallon with 1 gallon neutral Mixing Varnish and add Turpentine (or Thinol) to desired body.

FOR PRIMING old work. Thin each gallon with 1 quart Turpentine (or preferably our Thinol).

FOR INTERIOR GLOSS—Thin each gallon with 1/2 gallon Boiled Linseed Oil.

FOR HIGH EGGSHELL FINISH—Thin each gallon with 1 pint Boiled Linseed Oil and 1 pint Turpentine (or Thinol).

FOR LOW EGGSHELL FINISH—Thin each gallon with 1 1/4 pint of Turpentine (or Thinol).

FOR EGGSHELL STIPPLE—Thin each gallon with 1 1/4 pint Turpentine (or Thinol).

Made in White only—tint with Oil Colors.

Dries to recoat in 24 to 36 hours.

Covers maximum number of sq. ft. per gallon according to surface or Finish desired.

5s 1s Qts.

PLUMBERS WHITE

A Paste White made especially for plumbers' use.

1 lb. cans

PING PONG GREEN

This shade of Green is the most universally accepted background color for Ping Pong tables.
It produces a dull sheen that does not reflect glare of overhead lights.

The flat finish provides an ideal surface that responds to the sharpest undercuts or overspins of the most expert players. (Use Flat or Semi-Gloss White for markings.)

Dries overnight.

Covers—One Ping Pong table usually requires 1 quart for entire table, one coat, or one pint for top only.

Qts. Pts. ½ Pts.

RADIATOR ENAMEL

The tendency toward "color" in the home has created a demand for Radiator Enamel.

This product is a Heat Proof Enamel that retains its color and gloss. The White is of the non-yellowing type.

Radiators finished with Paint or Enamel radiate more heat than when finished with Aluminum Paint.

Quick drying—slow setting—strong covering.. Durable and washable.

For Tiffany or Antique effects, see description of Glazing Liquid or French Bone Finish.

Regularly available in White and Ivory.

Dries to recoat overnight.

Covers 400 to 500 square feet per gallon one coat.

1s Qts. Pts. ½ Pts. ¼ Pts.

REMOVER (Paint and Varnish)

Rock Varnish Remover is acknowledged by Painters and Wood Finishers to be the highest type Remover made. It removes Paint, Varnish, Enamel, Shellac, etc., instantly from any surface, without injury to the finest woods, veneers, fabrics or hands. Contains no alkali. Saves time, labor and materials.

Penetrates deeply into painted surfaces even where several coats have been applied—and softens the film so that it may easily be removed with scrapers or rags.

After removal, clean surface thoroughly and apply new finish.

1s ½s Qts. Pts. ½ Pts.

Rock Varnish Remover A

Highest type

acetone remover

Rock Varnish Remover B

Alcohol acetone type

Wheeler's 101 Remover

Benzol-Acetone

Alcohol type.

(Popular type for average painters' work.)

SEMI-GLOSS FINISHES

See Pages 17, 20, 21, and 22

SPEED ROCK COLOR VARNISH

A combination of clear toned Stain and Floor Varnish designed especially for:

Floor	Furniture
Counters	Reedwork
Tables	Woodwork
Chairs	Wickerwork, etc.



Produces a tough, durable and elastic finish.

There are many old surfaces where the color scheme demands a finish in Oak, Walnut or Mahogany. These old surfaces may be finished to resemble new wood by using this product which stains and varnishes in one operation.

Formulated with clear toned dyes to produce the most permanent stains which are combined with the highest quality floor varnishes that stand the "skuff" of footwear.

No settling in the package and no clouding or lapping such as is the case with old fashioned Pigment Stains.

Old painted surfaces should first be finished with coat of "ground color" and follow with Stain.

(New wood should first be stained with "Oil Stain" and finished with clear Varnish.)

FOR FLOORS, we suggest as a further protection, the final coat of Varnish Stain should be followed with a finish coat of our Floor Varnish.

FOR FURNITURE AND WOODWORK, rubbed effects may be secured by a final coat of our Satin Finish or Dull Varnish.

Dries dust free in 1 to 2 hours or recoat overnight.

Rubbing time—24 to 36 hours.

Covers 500 to 600 square feet per gallon one coat.

1s ½s Qts. Pts. ½ Pts. ¼ Pts.

Light Oak

Dark Oak

Blondine Finish

Walnut

Mahogany

Maple

Ground Color

FIDELITY VARNISH STAIN



A Varnish and Stain combined. A rich dye Varnish Stain finish for floors, furniture and woodwork. Washable and wear resisting. Dries with a high gloss. For old work, apply over a coat of ground color. For dull or rubbed effect, follow with coat of Satin Finish or Dull Varnish.

Dries dust free in 1 to 2 hours or recoat overnight.

Rubbing time—24 to 36 hours.

Covers 450 to 500 square feet per gallon—one coat.

1s Qts. Pts. ½ Pts. ¼ Pts.

Light Oak

Dark Oak

Walnut

Mahogany

Ground Color

NOTE: A special Maple Stain available upon request. For Blondine Finish, see page 16.

WHEELER'S PENETRATING OIL WOOD STAIN

(A RICH DYE STAIN)

For producing stained effects on new wood. Powerful solvents, combined with rich permanent dyes, assure maximum penetration and clearness of tone.

Ideal for staining unfinished furniture, plywood, doors and interior woodwork.

May be safely applied to plywood or thin veneers without raising the grain of the wood. For soft porous plywood, lighter and more uniform grain effects are obtained by first applying a coat of Plywood Sealer and follow with coat of Stain. This prevents the stain from penetrating into the soft spots present in plywood.

Various and different results to suit individual taste may be obtained by wiping or thinning with Thinol or Turpentine.

Dries to recoat in 4 to 6 hours.

Covers 500 to 1000 square feet per gallon one coat depending on surface conditions and depth of color desired.

	1s	Qts.	Pts.	½ Pts.
Light Oak	Dark Mahogany			
Dark Oak	Extra Dark Mahogany			
Golden Oak	Brown Mahogany			
Walnut	Moss Green			
Light Mahogany				
Maple				

FIDELITY PENETRATING OIL STAIN

Designed to meet the demand for a moderate priced Penetrating Stain. Produces a clear and clean tone stained effect.

Covers 500 square feet per gallon—one coat.

	1s	Qts.	Pts.	½ Pts.
Light Oak	Dark Mahogany			
Dark Oak	Extra Dark Mahogany			
Golden Oak	Brown Mahogany			
Walnut	Moss Green			
Light Mahogany				
Maple				

STOVEPIPE ENAMEL—

See ROCK-O-BLACK Page 16

SUDSO

A PURE VEGETABLE OIL SOAP

Contains no animal fats or mineral oils. "Sudso" Soap really "suds so" and lathers just as freely in hot or cold, hard or soft water.

Sudso contains the same high quality Cocoanut Oil used in the finest shampoo preparations, and therefore, has many advantages over soaps made from Linseed Oil or Soya Bean Oil. Therefore, it does not roughen or redden the hands; in fact, it has a soothing and healing effect on the skin. Ideal for bath and shampoo.

SUDSO cuts film and grease—yet it restores, preserves and brightens the original finish of all varnished, enameled and painted surfaces such as floors, woodwork and furniture.

Housewives are enthusiastic about SUDSO for washing dishes, glassware and crockery. No film remains on the dishes after washing and it leaves them bright and sparkling.

1 lb. cans 2 lb. cans 5 lb. cans

THINNERS and MIXING LIQUIDS

THINOL (Thinner or Reducer)

No objectionable odor.
Graduated evaporation.

Thinol is the most efficient Thinner for all Paints, especially Flat Paints, Enamels, etc., for inside use where the elimination of objectionable odor and retarded drying is highly essential.

Thinol is not a substitute, but it is a better Thinner than turpentine, naphtha or benzine for all painting purposes.

NO OBJECTIONABLE ODOR

Thinol possesses no basic residual odor such as the highly pungent characteristic odor of turpentine and does not affect the eyes. This makes Thinol the correct thinner for inside use.

GRADUATED EVAPORATION

This assures maintaining a "wet edge" for the longest time.

Painters realize that turpentine or naphtha dry too fast for practical work on ceilings and large surfaces.

IMPROVES FLOW—and eases up the working.

HIGH SOLVENCY

Thinol has greater solvent power than ordinary straight run naphtha or mineral spirits, according to Kauri Butanol Test.

NOT AS INFLAMMABLE as naphtha. The "Flash Point" of Thinol is approximately the same as turpentine, and much higher than naphtha or thinners containing naphtha, etc., thus minimizing this dangerous fire hazard.

Thinol is recommended for the thinning of outside or inside paints wherever instructions designate turpentine, naphtha or mineral spirits.

Bbbs. 5s 1s ½s Qts. Pts.

FLATTING OIL

For use with White Lead or Paste Paints to produce a Flat Finish. Retards the setting and eases the flow of Paste Paints. Not as inflammable as turpentine, benzine or naphtha.

	5s	1s	Qts.
A	-	-	-
B	-	-	-

WALL FINISHES

WHEELER'S WALL FINISHES

Wheeler's Wall Finishes are designed to combine "better light"—"better sight" with maximum durability at lowest "upkeep" cost.

These products are the result of a wide experience in making the highest grade Paints, Varnishes and Enamels for every purpose.

Each item is designed to produce the maximum economy because of its strong covering, easy working, uniformity, dependability, workability, washability, color and gloss retention, and durability of the finished job.

In addition to the items listed in this price list, a number

of additional Master Painters' White Products are also available on request.

FOR THINNING purposes we recommend the use of our "Thinol" as described on Page 27.

FOR FIRST COAT on new work or porous surfaces, we suggest the use of our No. 88 Pigment Sealer.

Two coats in one day are easily secured with any of our Wall Finishes when applied over a first coat of No. 88 Pigment Sealer.



ONE COAT PIGMENT SEALER No. 88

For Inside Walls, Wallboards, Plywood
and Woodwork.

Proven by years of service to be the highest quality Pigment Sealer made for walls and woodwork.

Made on the principle of "Controlled Penetration" assuring "THOROUGH ADHESION," yet leaving a full film on the surface that "STOPS THE SUCTION" on the most porous surfaces such as old or new plaster walls or soft insulation wall boards, such as Celotex, etc.

Kills "hot spots" of Lime or Alkali.

This Sealer provides a perfect "First Coater" under Flat Wall Paints, Oil Plastic Paints, Semi-Gloss Finishes or Enamels.

Extremely Easy Working and Strong Covering.
Dries in 6 to 8 Hours.

For best results we suggest that this Sealer be applied in the consistency as it comes in the can, and brushed out freely with a full flowing coat. This assures thorough sealing and saves labor and material in the finish coat.

FOR OLD SURFACES in good condition this sealer may be thinned with our Thinol Reducer, Turpentine, or mixed with equal parts of Finish Coat.

FOR WOODWORK this Sealer is superior to the old time White Lead first coater, because it is free flowing, shows no brush marks, sands extremely easy, and does not gum the sandpaper. An ideal undercoater for Enamel.

Tint with Oil Colors or our Deep Color Flat Finish to approximate color of Finish Coat.

PIGMENT SEALER (Cont.)

Dries to recoat in 6 to 8 hours to overnight.

Covers 500 to 700 square feet per gallon—one coat.

Made in White only.

5s	1s	Qts.	Pts.	½ Pts.
.....

PLYWOOD SEALER (Clear)

Made for sealing plywoods, many of which are soft and extremely porous.

For stained work, it is often desirable to apply a first coat of Plywood Sealer before the application of Penetrating Oil Stain to overcome the real dark effects that result where stain penetrates too fast into porous grain. When Stain is applied first, however, follow with coat of Plywood Sealer before application of Varnish.

NOTE: Where plywood is to be painted or enameled we suggest use of our No. 88 Pigment Sealer.

Dries dust free in 2 to 4 hours and to recoat over night to 24 hours.

Covers 500 to 700 square feet per gallon—one coat.

5s	1s	Qts.
.....

VARNISH WALL SIZE

A competitive Varnish size for walls. (For best results see description of Pigment Sealer.)

5s	1s	Qts.
.....

FLAT WALL PAINTS



VEL-TEX-COTE FLAT WALL FINISH

Made on a Polimerized Oil-Varnish Base,
Titanium Pigmented.

Strictly washable—durable—decorative
—sanitary.

This Super Quality "One Coat" Flat Wall Paint continues
supreme in Quality and Performance.

It has been tested by years of satisfactory service—
and is a favorite with leading Interior Decorators.

Produces a rich, decorative film of the finest texture that
dries with a velvet-like eggshell flat effect that provides the
proper light diffusion, so restful to the eye. Promotes "better
light — better sight."

The attractive colors, in popular pastel shades, create en-
chanting beauty on walls and ceilings that harmonize and
blend with the most artistic furnishing.

An easy working "one coat" Flat Wall Paint for all types
of Interior Decorating on painted or unpainted surfaces as
follows:

Plaster	Wallpaper
Plaster Board	Canvas
Wall Board	Burlap
Insulation Board	Brick
Plywood	Cement, etc.

Ideal for decorating:

Homes	Hospitals	Schools
Apartments	Institutions	Public Buildings
Churches	Office Buildings	Theatres
Auditoriums	Stores	Cafes

Titanium Pigmented to provide strong hiding and dense
covering in "one coat" where necessary.

LIQUIDS are formulated with a Polimerized Oil-Varnish
Base producing a controlled penetration, self-sealing flat that
assures maximum durability and ability to withstand frequent
washings with soap and water.

In fact, its non-porous film collects and absorbs less
dirt in the first place—and leaves a clean non-
streaking surface after washing.

- Easy working
- Strong covering
- Titanium pigmented
- Polimerized Oil-Varnish Base
- Controlled penetration
- Self-sealing
- Self-leveling
- One coat covers
- No unpleasant odor
- Does not sag
- Shows no brush marks
- Maintains wet edge
- Non-porous film
- Washable
- Durable
- Sanitary
- Economical

Vel-Tex-Cote (Cont.)

FOR BEST RESULTS on new work or porous surfaces, we
recommend a first coat of our 88 Pigment Sealer.

TWO-TONE GLAZE or stipple effects are easily secured
over a foundation coat of this Flat Wall Finish. See descrip-
tion of our Glazing Liquid.

THIN when necessary with our Thinol or Turpentine.

DRIES OVERNIGHT normally, but where speed is essential
our slogan is "Paint before noon—ready before dinner."

COVERS 500 to 700 square feet per gallon—one coat.

AVAILABLE in White and 8 standard colors that repre-
sent the most popular pastel shades. These may be inter-
mixed to produce additional shades as shown on color chart.
For rich, deep-toned Flat Colors, see "Deep Color Flat
Finishes."

The standard colors are as follows:

	5s	1s	½s	Qts.
White				
Ivory				
Cream				
Buff				
Peach				
Rose Pink				
Canary Yellow				
Silver Gray				
Pale Azure				
Bright Sage				
Off White				

FIDELITY FLAT WALL PAINT



A medium quality flat wall paint pro-
ducing decorative effects on walls and
ceilings. Washable, durable and sanitary.

Dries overnight.

Covers 400 to 600 square feet—one coat.

	5s	1s	½s	Qts.
White				
Ivory				
Cream				
Silver Gray				
Canary Yellow				
Pale Azure				
Buff				
Peach				
Bright Sage				

MODERNE FLAT WALL PAINT



A moderate priced competitive flat wall
paint for walls and ceilings. Washable
and sanitary.

Dries overnight.

Covers 350 to 550 square feet per gallon—1 coat.

	5s	1s	½s	Qts.
White				
Ivory				
Cream				
Silver Gray				
Shell Pink				
Pale Azure				
Buff				
Bright Sage				

FLAT WALL PAINTS



KWIKOTE New System FLAT WALL FINISH

THINS WITH WATER

A One Coat "Oil and Gum" Binder Finish

This new and remarkable Flat Wall Paint revolutionizes Interior Decorating.

Kwikote Flat Wall Paint—thins with water—and produces a beautiful washable flat finish of the velvety-like eggshell type that creates enchanting beauty.

"One coat covers" over new surfaces—even on damp plaster—or on surfaces previously painted or papered.

Its utility is unlimited for all types of Interior Decorating on:

Plaster	Wallpaper
Plaster Board	Canvas
Wallboards	Burlap
Insulation Boards	Brick
Plywood	Cement
	Asbestos covered Pipes, etc.

Recommended for use in homes, apartments, churches, auditoriums, institutions, office buildings, schools, public buildings, theatres, cafes, stores, etc.

Kwikote Flat Wall Finish is the highest type "Oil and Gum" Binder Flat Paint and is therefore more washable and durable than other types of Paints that "thin with water" such as Kalsomine, Casein and Protein type Paints.

The "Oil and Gum" binder assures the maximum in washability and durability. It also provides a film that may be recoated with satisfactory results any time in the future with paint or enamel in high gloss or semi-gloss by merely applying a suitable under-coater.

- THIN WITH WATER.
- MIXES EASILY—Thin each gallon with 1/2 gallon of water.
- NO UNPLEASANT ODOR.
- NO SIZE OR FIRST COATER REQUIRED.
- EASILY APPLIED—Use wide brush.
- SPREADS 700 sq. ft. per gallon when thinned as directed.
- DRIES IN ONE HOUR.

Paint before noon—ready before dinner.

- ONE COAT COVERS
 - Over new plaster—even if damp.
 - Over new or old unpainted surfaces.
 - Over wallpaper, wallboards, plaster, brick, cement, etc.

Kwikote (Cont.)

- RECOATABLE WITH ENAMEL OR PAINT ANY TIME IN THE FUTURE.
- PRODUCES A BEAUTIFUL FLAT Velvet-like eggshell finish.
- MAKES DECORATING A PLEASURE.
- WASHABLE—DURABLE—SANITARY.
- PAINT SPOTS—cleaned off easily if washed off with soap and water while still wet.
- BRUSHES CLEAN EASILY—wash out with soap and water.
- ECONOMICAL IN MATERIAL COST.
- ECONOMICAL IN LABOR COST.
- ECONOMICAL IN SERVICE.

The 8 standard colors in pastel shades and 4 Master Rich colors may be intermixed to create a wide variety of additional colors that harmonize with any decorative color scheme.

THIN WITH WATER—1/2 gallon water, or more, to each gallon of Paint.

DRIES in one hour.

COVERS 700 square feet per gallon—one coat.

AVAILABLE IN:

White	Canary Yellow
Ivory	Silver Gray
Cream	Pale Azure
Buff	Bright Sage
Peach	
Also	
Master Red	Master Yellow
Master Blue	Master Green

5s 1s Qts.

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WHEELER'S DEEP COLOR FLAT FINISH

WASHABLE AND DURABLE COLORS
For Deep Color Flat Effects.
For Tinting Flat or Semi-Gloss Finishes.

PURE COLORS

These Deep Flat Colors are formulated by the use of all pure color and they contain no opaque white pigments which, if used, would reduce the strength and clarity of tone.

WASHABILITY

They are mixed with the finest liquids formulated on a Polymerized Oil-Varnish Base with a rich oil binder that assures maximum washability and durability.



FLAT WALL PAINTS

Wheeler's Deep Color Flat Finish (Cont.)

DEMAND FOR DEEP COLORS

The definite trend towards deep colors to produce intense color brilliance in modern interior decorating has created a distinct demand for "washable" Flat Wall Paints to produce the desired depth of color.

Decorators recognize the difficulty of obtaining the desired clear deep hues and shades by the use of "Colors in Oil" which tend to produce excessive gloss, streaking and flashing.

These "Deep Colors" are, therefore, ideal for tinting Flat Wall Paints and Semi-Gloss Enamels.

FLAT FINISH

The finish obtained by the use of these colors has that degree of "flatness" so desired for decorative work, especially in connection with indirect or subdued lighting effects—or to complement modern lighting and to produce the softness and color glow required.

They possess all the high quality features of our full line of Master Painters' Flat Paints, in addition to the special characteristics required in Deep Colors as follows:

- Brilliance of Hue
- Depth of Shade
 - Uniformity of completed work
 - Dependability for tinting
 - Washable
 - Durable
 - Easy working
 - Strong covering
 - Non-Flashing
 - Non-Streaking
 - Non-Spotting
 - Non-Bleeding

For best results apply over a coat of our No. 88 Pigment Wall Sealer, tinted to approximate color of Finish Coat. Mix with any white or apply as straight full strength color. Thin, when necessary, with our Thinol or Turpentine.

The 12 Deep Flat colors listed below represent the full range of primary and secondary colors required to produce every conceivable deep color or blend desired—from the deepest full strength shade to the palest tint.

Dries overnight.

Covers 400 to 600 square feet per gallon—one coat.

	1s	Qts.	½ Pts.
Primary Red
Primary Blue
Electric Blue
Primary Yellow	}
Orange			
Green			
Brown	}
Raw Sienna Tone			
Burnt Sienna Tone			
Raw Umber Tone			
Burnt Umber Tone			
Black			

MASTER PAINTERS' WHITE PAINTS

M. P. DECORATOR'S WHITE No. 978



Positively the highest type strictly washable Eggshell Flat Finish.

The film produced by No. 978 is so impervious to moisture that it is extremely durable and strictly washable under the many adverse conditions encountered in the upkeep and maintenance of walls.

The film is so impervious, in fact, that ink or Mercurochrome stains are readily washed off with ordinary soap and water.

Thus, dirt, smoke, soot or grease is not absorbed into the film and is easily washed off without the usual streaking.

No. 978 is pigmented with high strength opaque titanium pigments that assure strong covering and hiding properties, forming a well sealed and perfect "one coat" film.

- Easy working—does not sag.
- Levels nicely—shows no brush marks.
- Free from lapping.
- Covers solid in "one coat."

No. 978 is heavy in body and when stippled produces a pleasing orange peel effect so desired in present decorative work.

The liquids that produce the impervious, non-absorbing film are an exclusive feature of No. 978. A special process, however, is necessary to incorporate this liquid into the paint, and therefore, we suggest that No. 978 should not be intermixed with any other paints, such as Pigment Sealer, Undercoaters or Enamels.

Made in white only. Tint to color desired with Colors in Oil or our Deep Color Flat Finishes.

Dries overnight.

Covers 500 to 700 square feet per gallon—one coat.

Bbls. 5s 1s Qts.

M. P. DECORATOR'S FLOWING FLAT No. 1178



No. 1178 has all the quality and easy working characteristics of No. 978 except that the liquids are slightly modified.

The film produced by No. 1178 is durable and strictly washable. The impervious film retards the absorption of dirt, smoke, soot or grease into the surface (except ink, Mercurochrome, etc.)

No. 1178 is also easy working, does not lap or sag and is a solid covering one coat flat.

Made in white only. Tint with Colors in Oil or our Deep Color Flat Finish to shade desired.

Dries overnight.

Covers 500 to 700 square feet per gallon—one coat.

Bbls. 5s 1s Qts.

FLAT WALL PAINTS

M. P. ONE COAT FLAT WHITE No. 628

Formulated to provide a medium priced Flat Finish that is a favorite with Master Painters.

Produces a flat washable film. Strong covering. Easy working. Is an ideal undercoater for Enamels.

White only.

Dries overnight.

Covers 450 to 650 sq. ft. per gallon—one coat.

Bbls. 5s 1s Qts.

STIPPLE PAINTS



M. P. STIPPLE WHITE No. 619 (Eggshell)

The beautiful stipple effects produced by the use of our No. 619 Stipple White are creating a new "vogue" in wall finishing.

Stippled walls are not new but No. 619 creates new effects and overcomes many of the obstacles encountered on wall surfaces where Flat Paints would not otherwise be desirable.

No. 619 is ideal for use on coarse sand finish walls, or walls where wallpaper has been removed.

Stippled effects break the sheen of irregular walls and overcome the monotony of large smooth surfaces, especially in large spacious rooms in public buildings, auditoriums, hospitals, institutions, stores and offices as well as private homes.

No. 619 is heavy in body and ready to use. It is easy working, dries uniform, slow setting and does not require thinning due to its great spreading capacity.

No. 619 dries with a slight sheen or eggshell effect, and may be stippled to any degree of texture desired by the decorator.

No. 619 covers shellac spots, in any color desired, and such spots do not burn through the finish.

No. 619 may be applied as a "one coat" job over any surface suitable for repainting.

On porous walls we advise a first coat of our 88 Pigment Sealer.

No. 619 produces a washable, lasting and highly decorative effect.

Made in White only.

Tint with Colors in Oil or our Deep Color Flat Finish to color desired. No. 619 will carry maximum amount of tinting color and still dry with a uniform finish.

Dries overnight.

Covers 400 to 600 sq. ft. per gallon—one coat, depending on degree of stipple finish desired.

5s 1s Qts.

M. P. STIPPLE WHITE No. 2895 GLOSS FINISH

This product possesses all the quality characteristics of No. 619 and is designed to dry with a gloss finish.

Made in White only. Tint as directed for No. 619.

5s 1s Qts.

GLAZING LIQUIDS

M. P. KAL-WALL-KOTE

A "one coat" finish over Kalsomine, Casein Paint, wall-paper, plastic boards, insulation boards, etc.

Formulated to meet the demand for a self-sealing Primeless Flat Paint. Kal-Wall-Kote works considerably easier than competitive products of this kind and is stronger covering and levels out better.

May be thinned for spray or brush work with approximately 30% Benzine, Oleum Spirits or our Thinol Reducer. (See Page 29.)

Made in White only. Tint with Colors in Oil or our Deep Color Flat.

Dries overnight.

Covers 450 to 650 square feet per gallon—one coat.

Bbls. 5s 1s Qts.

M. P. WHEELER'S GLAZING LIQUID No. 1200

A scientifically formulated liquid for producing Glazed, Tiffany or blended effects. Absolutely the best transparent liquid made for decorative effects over flat wall paints or Oil Plastic textures. Also ideal for antique effects over Enamel on Furniture, Lamp Shades, Baby Carriages, Reed Furniture, Plaster Paris Statues, Plaques, etc.

Contains no wax. Can be repainted when necessary.

Tint with Colors in Oil. Thin with Thinol or Turpentine when necessary for non-porous surfaces. Some painters prefer to add a small quantity of Linseed Oil and Drier for certain work.

Dries with a rich dull, or eggshell finish. Washable. Durable.

Apply over a foundation coat of our Flat Wall Paint.

Dries overnight.

Covers 600 to 750 sq. ft. per gallon—one coat.

Gal. Qts. Pts. ½ Pts.

FIDELITY GLAZING LIQUID No. 97

A popular heavy bodied glazing liquid designed especially for use of Master Painters who prefer to thin according to work in hand.

For Thinning, tinting, drying, covering, etc., see description of No. 1200 Glazing Liquid.

Gal. Qts. Pts. ½ Pts.

OIL PLASTIC PAINT



HYTEX OIL PLASTIC PAINT

No. 618

- For producing textured plastic stone or tile effects.
- May be tinted for flat effects—or finished in glaze or tiffany effect with Oil Colors and Glazing Liquid.
- Covers solid.
- Easy working as soft butter.
- Slow setting—permitting ample time for texturing.

Our No. 618 Oil Plastic is a heavy bodied Semi-Paste Paint that produces a great variety of textured Plastic effects on wall, ceilings and woodwork.

While Plastic effects continue popular in large spacious rooms, the low relief trawl finish textures are also popular in homes.

The use of our No. 618 Plastic Paint greatly simplifies the producing of textured Plastic effects and reduces the cost of labor and material as compared with the original methods when dry Plastics, mixed with water, were used.

THE OLD WATER Plastics involved a messy application, texturing, glue size, one or two coats of Flat Paint, and finally finished with a glaze coat of Glazing Liquid.

THE USE OF OUR No. 618 Oil Plastic, however, requires only the application of the Paint, texturing and final glaze coat. The glaze coat may even be omitted if desired in cases where a flat finish is desired because No. 618 may be tinted to any color desired.

Many surfaces that are difficult to paint owing to rough unsightly cracks in Plastic or wallboards or patched surfaces, are easily transformed into pleasing decorative effects by the use of this Oil Plastic Paint.

No. 618 may be applied directly over any surface suitable for ordinary repainting.

For new walls, wall boards, or old porous surfaces, patches or cracks, we advise a first coat of our No. 88 Pigment Sealer to properly seal the surface.

Textures may be secured by the usual methods, such as brush swirls, sponge, paper wad, cheese cloth, graining comb, whisk broom, etc.

May also be troweled to secure interesting low relief, stone or tile effects.

Drying time 24 hours—slow setting, permitting ample time for texturing.

Covering capacity 100 to 200 sq. ft. per gallon, one coat, depending upon depth of texture required.

Made in White only. May be tinted, if desired, with Colors in Oil or our Deep Color Flat Finish.

5s 1s Qts.

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MILL WHITE PRODUCTS

SPRAYING MILL WHITE EGGSHELL

A Non-Yellowing dense covering "Eggshell" Flat developed especially for spraying.

Does not harden in the hose or clog the gun. Fogging has been reduced to a minimum.

For thinning where necessary, use our Non-Fogging Spraying Thinner.

Apply as a "One Coat" Finish over surfaces suitable for repainting.

Where first coat is necessary use our No. 88 Pigment Sealer.

Made in White only. Tint to color desired, with Oil Colors or our Deep Color Flat Finish.

Dries in 4 to 6 hours.

Covers 500 to 600 sq. ft. per gallon—one coat.

Bbls. 5s 1s Qts.

Spraying Mill White, Eggshell

Non-Fogging Spraying Thinner

SPRAYING MILL WHITE FLAT

Produces a flat finish. This product is a favorite with Spraying Contractors.

Does not harden in the hose or clog the gun.

Fogging reduced to a minimum.

Strong covering. Apply as a "One Coat" finish over surfaces suitable for repainting.

For thinning use our Non-Fogging Spraying Thinner.

Where first coat is necessary use our No. 88 Pigment Sealer.

Made in White only.

Dries in 4 to 6 hours.

Covers 500 to 600 sq. ft. per gallon—one coat.

Bbls. 5s 1s Qts.

Spraying Mill White, Flat

Non-Fogging Spraying Thinner

WHEELER'S MILL WHITES

For brushing or spraying.

Represents only two of the many products developed for the "upkeep" and maintenance of buildings, such as schools, hospitals, factories and public buildings.

For spraying, thin with Thinol or Turpentine as required.

Dries overnight.

Covers 400 to 600 sq. ft. per gal.—one coat.

Drums 5s Gal.

Gloss (White only)

Dull (White only)



These Varnishes represent the highest attainable degree of perfection for their individual purposes.

They embody years of practical experience in Varnish making and assure the maximum in toughness, elasticity and wearing qualities.

We invite and challenge any legitimate tests against competitive brands.

VARNISH FACTS OF INTEREST—

We list such a complete line of Varnishes, as described in this catalogue because:

1st. The large variety of surfaces, and the different classes of finished effects in demand, each require specialized formulation of the many Gums and Liquids (Oils) available to produce the highest quality for every distinct purpose.

2nd. Competitive conditions make it necessary to modify the formulation of secondary items to meet such prices and still maintain a quality that will give satisfactory results for the purpose intended.

The Quality and Character of each Varnish depend upon the nature of the Gums and Oils used in their formulation as follows:

While any of our Floor Varnishes, for instance, are also satisfactory for furniture and woodwork, it is obvious that the same hard wearing quality required in a Floor Varnish is not the qualification most essential in a rubbing or polishing Varnish, such as used for the finishing of a piano; also, an outside surface requires a very elastic Varnish to withstand the ravages of snow, sleet, rain or hot sun—a film entirely too soft for use on a floor.

THE GUMS used in Exterior Spar Varnishes are soft, melting at approximately 200 degrees Fahrenheit—and the Varnishes are necessarily of the long oil type.

THE GUMS used in Floor Varnishes are different from those used in Exterior Varnishes and require three heats at 625 degrees Fahrenheit to melt and combine with the Oils.

These hard Gums produce a brilliant lustre and increase resistance to friction and wear.

The NATURAL GUMS, such as Kauri, Congo, East India, Pontianac, Manilla, etc., each require a different treatment than the Synthetic Gums such as the Phenolics, (Bakelite Type). Pthalic Anhydrides, (Alkyd type), Ester, Maleics, etc., and the various grades of each of these gums require different treatments.

THE OILS, or liquids, used in Varnishes consist of Chinawood Oil (Tung Oil) Castor, Perilla and other Oils, including Oiticica which is a South American Oil that may replace Chinawood Oil for many purposes. Before 1900 most Varnishes were made from Linseed Oil, properly heat treated and aged, but since then Linseed Oil for Varnishes has been replaced almost entirely with Chinawood Oil until the outbreak of present war and the resultant shortage and Priority Regulations.

Gloss Oil is often used for the lowest priced Varnishes, but we do not use Gloss Oil in any of our Varnishes—even the lowest priced.

THE FALLACY of expecting "one kind" of Varnish to perform as an "All Purpose" Varnish is evident—and it is impossible to expect such a Varnish to produce the maximum results for each and every purpose.

The following illustrates the wide range of proportions of the Oils to Gums in the average of the better grades of Varnishes obtainable:

	Gums	Oils
For Interior Rubbing Varnishes, etc.	100 lbs.	10 to 15 gallons
Floor Varnishes	100 lbs.	20 to 25 gallons
Exterior Spar Varnishes	100 lbs.	35 to 50 gallons

In addition, there are different Qualities and Characteristics of these Gums and Oils. Their correct mixture and treatment are of vital importance in producing the right Varnish for the purpose intended.

FROM THE ABOVE it will be noted that any "All Purpose" Varnish must be a "COMPROMISE" on the Oil and Gum content, either as to PROPORTION, or as to QUALITY, or BOTH.

The description of our Varnishes in the following pages gives the normal drying time, recoating time, rubbing time, and approximate covering capacity which are subject to some variation according to local atmospheric or surface conditions.

We also make other Varnishes for specialized purposes on which we will gladly give further information upon request.

FLOOR VARNISHES



ROCK FLOOR FINISH

—The famous Red Can Line—

(Quick Drying)
FLOOR VARNISH

LITHOGRAPHED CAN

Made to walk on—to stand wear.

This Super Quality Floor Varnish is made from the hardest Synthetic Bakelite type gums and the finest "Tung Oil" Varnish Liquids.

Made from the highest quality gums that require three heats at 625 degrees Fahrenheit to melt and combine with the oils.

Dries hard as a rock—wears like iron.

Its clear transparent pale color does not discolor the lightest woods.

Does not mar white.

Withstands hot water, steam, alkali, alcohol and fruit juices.

Produces a tough durable and elastic film that stands repeated washings.

Easily applied.

All sizes packaged in the famous attractive Red "lithographed can".

For Floors—furniture and woodwork.

Dries dust free in 1 to 2 hours, to recoat in 4 to 6 hours, or overnight.

Rubbing time—36 to 48 hours.

Covers 500 to 600 square feet per gallon one coat.

Gal. ½ s Qts. Pts. ½ Pts.

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100 FATHOM SUPER MARINE SPAR VARNISH

This excellent 100 Fathom Varnish is the result of the most modern research in the art of varnish manufacture for marine use. It is tough, durable and dries quickly to a pale clear mirror-like finish that will wear and wear and wear. It is easy working, will not sag, and will enhance the beauty of any surface that it is used upon. Highly resistant to both salt and fresh water it will withstand the worst beatings that the elements can dish out. Impervious to heat and cold it will not check, crack or blister and above all it will not turn white. 100 Fathom Super Marine Spar Varnish is the best you can buy . . . and only the best is good enough for your craft.

Is Qts. Pts. ½ Pts.

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"FOUR SPAR" 4-HOUR FLOOR & INTERIOR VARNISH

A tough, durable and elastic long oil Varnish for floors and woodwork.

A favorite with the Master Painters for the finest contract work.

Made from the hardest gums and "Tung Oil" Varnish Liquids to produce a waterproof Varnish that stands wear and repeated washings.

Does not mar White.

Quick drying.

Easily applied.

Dries dust free in 1 to 2 hours and hard in 4 hours—recoat overnight.

Covers 500 to 600 square feet per gallon one coat.

Is Qts. Pts. ½ Pts.

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SPEED ROCK 4-HOUR SPAR VARNISH

(The 1c Sale Varnish)

This Varnish is available at certain periods each year for a "1c Varnish Sale."

A tough, durable and elastic Floor Varnish that gives satisfaction and builds a repeat business.

Possesses the high quality of leading Varnishes.

Priced at seasons when 1c deal is in effect as a "loss leader" to help the dealer attract business.

Dries in 4 hours—recoat overnight.

Covers 500 to 600 square feet per gallon—one coat.



Regular Price	1c Sale!		
Gallons	extra	package for 1c
½ s	"	" " "
Quarts	"	" " "
Pints	"	" " "

FLOOR VARNISHES



INVADER DURA SPAR (Quick Drying)

Lithographed Can

An "all purpose" Varnish for floors and woodwork. Produces a tough, durable and elastic finish that does not mar White.

Resists water, wear, alkali and fruit juices.

Packaged in a "lithographed can" that attracts attention. Priced to sell and meet competition.

Dries in 4 hours.

Covers 500 to 600 square feet per gallon 1 coat.

1s Qts.

KWIKOTE LIQUID LINOLITE WITH A LIQUID PLASTIC BASE



A beautiful lasting linoleum finish, absolutely colorless. Dries in one hour. One coat covers. Will not turn yellow. Is acid and alcohol proof. It is skidproof and keeps linoleum pliable. Extremely simple and economical to use. One quart does average floor.

QUICK DRYING FLOOR VARNISHES

The following medium priced Floor Varnishes have been designed to enable our dealers to meet the competitive conditions in various parts of the country.

These Varnishes are medium in body and produce a tough durable and elastic film that withstands foot wear and gives maximum service.

These Varnishes are the Tung Oil type and positively contain no gloss oil.

Drying time—4 to 6 hours.

Covers 500 to 600 square feet per gallon 1 coat.

1s ½s Qts. Pts. ½ Pts.

Fidelity 4-Hour Floor & Finishing
Fidelity 4-Hour Spar
Fidelity Floor & Trim
Floor Koat 4-Hour Spar
Weatherall 4-Hour Spar
Weatherall Floor & Woodwork

FLOOR STAINS—See Page 26

FLOOR ENAMEL—See Page 23

LINSMENT (Linoleum Cement)—See Page 23

LINOLEUM FINISHES

ROCK LINOLEUM VARNISH

Wearproof, waterproof and washproof.

Positively the Whitest and highest quality coating for linoleums, congolesums, oil cloth and similar floor coverings.

A waterproof finish extremely pale in color.

A preservative and beautifier for finishing and refinishing new and old floor covering materials.

Produces a tough, durable, elastic film that withstands repeated washings.

Made to walk on. Easily applied.

Dries dust free in 1 to 2 hours, recoat in 6 hours to overnight.

Covers 500 to 600 square feet per gallon—one coat.

One quart will cover the average kitchen floor—size 12x12.

1s ½s Qts. Pts. ½ Pts.

LINOLEUM VARNISHES

These Linoleum Varnishes are superior to the competitive varnishes offered for use on linoleum and similar floor coatings.

Pale in color, quick drying and waterproof.

Resists wear and repeated washing.

Dries dust free in 1 to 2 hours, recoat in 6 hours to overnight.

Covers 500 to 600 square feet per gallon—one coat. One quart covers average kitchen floor—size 12x12.

1s ½s Qts. Pts. ½ Pts.

Wheeler's Linoleum Varnish
Fidelity Linoleum Varnish
Mansfield Linoleum Varnish

ROCK CLEAR LINOLEUM LACQUER

The whitest heavy duty Lacquer made for Linoleums and other uses around the home where a quick drying clear finish is essential.

Produces a tough and durable finish. Keep covered when not in use.

Dries in 30 minutes.

Covers 500 to 700 square feet per gallon—one coat. One quart covers floor approximately 12x12.

1s ½s Qts. Pts. ½ Pts.

WHEELER'S LINOLEUM LACQUER

Positively a water white Linoleum Lacquer. Produces a tough and durable finish.

Dries in 30 minutes.

Covers 500 to 700 square feet one coat when used as directed. One quart covers 12x12 floor.

Gal. Qts. Pts. ½ Pts.

LACQUER THINNER

For thinning Lacquers when necessary.

Also for cleaning brushes after using them for the application of Lacquer—or when brushes are hard with dried paint.

Keep covered when not in use.

Bbls. 5s 1s ½s ¼s Pts. ½ Pts.

FLOOR SEALERS

ROCKARD PENETRATING FLOOR SEALER

(Meets Federal Specifications)

THE MODERN TREATMENT OF FLOORS with the use of a penetrating sealer and modern renewal equipment, is the answer to many of the perplexing floor problems of the past.

Rockard Penetrating Floor Sealer is waterproof and pale in color, and because of the fact that it penetrates deeply into the pores, it becomes a part of the wood, preserving the beauty of the floors and also prolonging the life of the wood.

Rockard Penetrating Floor Sealer contains no wax, so that although it has a soft, velvety finish, it is not slippery.

New floors or newly sanded floors are the ideal conditions for which Rockard Penetrating Floor Sealer is designed. Is easily applied with a "sheep wool" applicator, and finished as follows:

WITH BUFFING MACHINE

In 15 to 20 minutes after the application, follow with buffing machine, with a pad of No. 2 steel wool under the brushes, and burnish until all surplus material is well worked into the wood.

With this buffing machine procedure, one coat of Rockard Penetrating Floor Sealer is all that is necessary under a finish coat of Rockard Gym Finish or wax. Additional coats of this sealer also produce an ideal surface film when flowed on with a varnish brush.

HAND FINISH OPERATION

In 15 to 20 minutes after application, wipe off all surplus material with clean cloth or washed burlap, and at the same time rubbing the Sealer into the wood as thoroughly as possible.

A second coat of this Sealer should be flowed on the following day with a varnish brush or follow with a coat of Gym Finish, Floor Varnish or wax.

WOODWORK FINISHING

Knotty Pine, Plywood panels, furniture and woodwork are surfaces on which this Penetrating Floor Sealer produces an ideal finish. Use Sealer as directed for floors. (Hand finish operation.)

STAINED FINISH

Where color is desired add one quart of Penetrating Oil Stain to 1 gallon of sealer. For dark shades it may be advisable to apply a coat of stain 15 to 30 minutes before application of sealer.

PASTE WOOD FILLER

Paste Wood Filler may safely be used under this Sealer on open grained woods, such as Oak. In cases where a buffing machine is used, the use of Paste Wood Filler is not required on open grained woods. The action of the machine and the solid content of this Sealer fill the pores of the open grained woods.

VARNISH FINISH

If a surface film finish is desired, additional coats of this Sealer may be applied directly over the first coat as a Finish Coat, allowing a day's drying time between coats.

ROCKARD GYM FINISH is also recommended as a Finish Coat on floors subject to the hardest usage.

WAXED FINISH

If a waxed finish is desired, floor wax may be applied directly over the first coat or subsequent coats of this Penetrating Floor Sealer or over the Finish Coat of Gym Finish.

Dries—See directions for buffing machine or hand finish operation.

Covers 650 to 750 square feet to gallon—one coat.

Drums	5s	1s	Qts.
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UTILITY PENETRATING FLOOR SEALER

This Sealer has been developed for the particular use of the Professional Floor Finishers in cases where it is not necessary to use a Sealer that meets U. S. Government Specifications.

Utility Penetrating Floor Sealer meets all the requirements of this trade from the quality and competitive angle.

For drying, covering and other information, see description of Rockard Penetrating Floor Sealer.

Drums	5s	1s	Qts.
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ROCK FLOOR PRESERVATIVE

Made on a 100% China Wood Oil (Tung Oil) base as an ideal quick drying sealer for first coat on new or newly sanded floors.

Designed especially for large jobs where it is necessary to protect the floors from soiling as soon as the floors are laid, while plumbers, electricians, carpenters, painters, etc., are finishing the interiors.

China Wood Oil base assures extreme permanence and flexibility as a first coater and provides an ideal surface that is easily cleaned before final finish coat of Floor Varnish.

Dries in 2 to 3 hours.

Covers 600 to 700 square feet per gallon—one coat.

5s	1s	Qts.
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ROCK-SEAL FLOOR OIL — Amber Glow —

A combination Sealer and Floor Oil made from Tung Oil and Synthetic Gum producing a clear, hard drying liquid with a slight amber glow.

Two or more coats build up a tough and durable finish or it may be used as a First Coater under Varnish or wax.

Apply with brush.

Withstands hard wear and repeated washings. Prevents splintering.

Dries in 3 or 4 hours.

Covers 600 to 700 square feet per gallon—one coat.

5s 1s Qts.

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LOG CABIN FINISHES

Preserves, protects and beautifies the timber in log cabins. This clear liquid will help retain the beautiful new look of the logs indefinitely. It is easily applied by brush or spray gun.

5s 1s Qts.

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DUSTLESS FLOOR OIL

For floors in factories, homes, stores and public buildings.

A dustless Floor Oil of the non-drying type intended primarily for periodical application to unfinished floors.

Preserves the floors and prevents dust. Apply frequently as required with cloth or common floor mop.

Far more satisfactory and economical than cheap Floor Oil.

This Oil is non-saponifiable and thus alkaline wash waters do not burn the oil out of the wood such as would be the case where Linseed Oil is used as a Floor Oil.

Dries overnight.

Covers 500 to 800 square feet per gallon—one coat.

Drums 5s 1s Qts.

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ROCKARD HEAVY DUTY GYM FINISH

(Meets Federal Specifications)

Gymnasium floors must have a non-slippery, non-rubber-burning surface, resistant to alkali, acids, heat and cold.

Rockard Heavy Duty Gym Finish is made from 100% Bakelite type Gums and Tung Oil that produces an exceedingly hard finish, resisting the wear and tear of unusual heavy traffic and will not soften up under friction caused by dancing.

This Gym Finish is an ideal coating for gymnasium floors, dance floors, recreation rooms, residential floors or any surface subjected to hard usage.

Will not discolor the lightest wood and being elastic, hard and tough, will withstand the flexing of floors under heavy traffic.

APPLICATION

1. Rockard Gym Finish is a surface type of finish and may be applied over previously finished floors.

2. Rockard Gym Finish can be applied with either brush, spray or squeegee. For a smooth finish we recommend using a brush, especially for the last coat.

3. Rockard Gym Finish may be thinned with 1 part of our Thinol or painters' naphtha to 3 parts of the Gym Finish.

4. Usually 2 coats are sufficient; however, on the porous wood, or where floors are subjected to heavy traffic, 3 coats are advised. 8 hours or more should be allowed between coats.

5. All necessary floor markings should be applied after the first coat of Rockard Gym Finish has been applied and become thoroughly dry.

6. Rockard Penetrating Sealer may be used as directed for the first coat, and then finished with 1 or 2 coats of Gym Finish.

Drying time—Sets dust free in one hour. For recoating allow 8 hours.

Ready for traffic in 24 hours after final coat.

Covers 600 to 750 square feet to the gallon.

Drums 5s 1s Qts.

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ROCK SATIN FINISH (Rubbed Effect)

The highest grade Varnish made for producing the appearance of a rubbed finish effect as a finish coat over varnished surfaces.

Does not spot white—contains no wax. Ideal as a final finish for Varnished or Stained Furniture, Fixtures, Woodwork, etc.

Thin with Thinol or Turpentine—when necessary.

Dries overnight—dust free in 2 to 3 hours.

Covers 500 to 600 square feet per gallon—one coat.

1s	Qts.	Pts.	½ Pts.
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FLAT KOAT DULL VARNISH

Produces a dull rubbed effect when applied over Varnish or Shellac.

Contains no wax—does not spot white.

Popular with Master Painters for large surfaces where a dull varnished effect is desired on furniture, fixtures or woodwork.

Thin with Thinol or Turpentine when necessary.

Dries overnight—dust free in 2 to 3 hours.

Covers 400 to 500 square feet per gallon—one coat.

1s	Qts.	Pts.	½ Pts.
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BAR TOP FINISH

A Bakelite type product that resists the action of alcohol, ammonia, etc. Used on bars, furniture, table tops and other places where a most durable varnish is required.

Dries overnight—dust free in 2 to 3 hours.

Covers 500 to 600 square feet per gallon one coat.

Gal.	Qts.	Pts.	½ Pts.
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“ROCK-SPAR”

EXTERIOR SPAR VARNISH

A waterproof and weatherproof Spar Varnish of the long oil China Wood Oil type producing a tough and elastic finish for exterior use. Tests show that it is equal to any other varnish made regardless of price.

This varnish will withstand sun, rain, heat, cold and exposure. It is not affected by boiling water, alcohol or household ammonia. Exceptionally clear in color. Will not turn white. Dries with a full gloss—quick drying.

Made especially for doors, exterior woods, furniture, bars and counter tops, store fronts, air craft, boats, yachts, etc.

Dries dust free in 2 to 3 hours. Recoat in 16 to 24 hours.

Rubbing time 48 to 72 hours.

Covers 550 to 650 square feet per gallon—one coat.

Gal.	½ s	Qts.	Pts.	½ Pts.
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No. 1 EXTERIOR SPAR

Waterproof and weatherproof.

Designed as an exceptional value for exterior use on front doors, furniture, boats, etc. A durable and elastic varnish that withstands sun, rain, heat or cold.

Dries overnight—dust free in 2 to 3 hours.

Covers 550 to 650 square feet per gallon—one coat.

1s	½ s	Qts.	Pts.	½ Pts.
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SEAT and PEW VARNISH

Contains high melting point, hard gums, and therefore this Varnish does not print, stick or soften up under body heat. Designed for church pews and furniture where a tough, durable and elastic varnish is essential.

Stands hard wear and repeated washings.

Dries overnight—dust free in 2 to 3 hours.

Rubbing time—48 to 72 hours.

Covers 500 to 600 square feet per gallon—one coat.

1s	Qts.	Pts.	½ Pts.
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VARNISHES (Cont.)

ROCK RUBBING VARNISH

For the highest type rubbing and polishing work. This varnish is acknowledged by leading wood finishing authorities as the best obtainable. Contains high melting point, hard gums, so essential in this type of varnish.

Dries overnight—dust free in 2 to 3 hours.

Rubbing time—48 to 72 hours.

Covers 500 to 600 square feet per gallon—one coat.

1s	Qts.	Pts.	½ Pts.
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ROCK WHITE DAMAR

Only the finest grade of Damar Gum is used in producing this high quality White Damar.

A White Varnish used for revarnishing Varnished Tile Wallpapers, Oil Cloths, etc.

Also used by printers, lithographers and painters in the making of Enamels.

Dries overnight.

Covers 500 to 600 sq. ft per gallon—one coat.

1s	Qts.	Pts.	½ Pts.
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LIQUID WOOD FILLER

— Transparent —

A high grade Liquid Wood Filler for use as a priming coat, on close grained woods such as pine, prior to varnishing.

Dries overnight.

Covers 500 to 700 square feet one coat when used as directed.

Gal.	½ s	Qts.	Pts.	½ Pts.
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KLEENZEM LIQUID BRUSH CLEANER

Revitalizes old, hard brushes and makes them look and work like new. Softens hardest brushes from tip to heel. Removes paint or skins from bristles. Increases mileage of new or old brushes. Assures a better painting job. It is economical to use; does not evaporate; is non-inflammable; ready to use; requires no thinning and has a pleasant odor.

1s	Qts.	Pts.	½ Pts.
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KWIKSOL FUEL OIL CONDITIONER

Helps keep fuel burners clean. Gives maximum heat per gallon from fuel. Increases burner efficiency. Dissolves carbon and gum deposits. Prevents rust. Absorbs fuel tank moisture. Conditions fuel oil to make starting easier. An excellent product for all oil heaters, space heaters, oil stoves, oil furnaces, incubators, etc.

1s	Qts.	Pts.	½ Pts.	¼ Pts.
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ASPHALTUM

An alkali and acid resisting black coating for boiler fronts, pipes, iron rails and other metal surfaces. For general use where a black enamel is not required. Produces a good gloss. Brushes and levels nicely.

Ready to use as supplied. Thin with Thinol or Turpentine when necessary.

Dries dust free in 4 to 6 hours and hard in 24 hours.

Covers 400 to 500 square feet per gallon—one coat.

Gal.	Qts.	Pts.	½ Pts.
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WHITE JAPAN DRIER

A very pale, strong, uniform and reliable drier for use where the finest white driers are required to accelerate the drying of Paints, Varnishes and Enamels.

Quantity required depends on weather and drying conditions. We suggest ⅛ pint to ¼ pint per gallon for Varnishes and Enamels and up to ½ pint for Exterior Paints.

Gal.	½ s	Qts.	Pts.	½ Pts.
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PAINTER'S JAPAN DRIER

A reliable and uniform drier for general painting purposes. Popular with Master Painters.

Use ⅛ pint to ¼ pint for Varnishes and Enamels and up to ½ pint for Exterior Paints.

Gal.	½ s	Qts.	Pts.	½ Pts.
.....

BRONZING LIQUIDS

For mixing with Aluminum or Bronze Powders.

No objectionable odor.

Usual mixture is 2 pounds Aluminum Powder or 3 pounds Gold Bronze to each gallon of Bronzing Liquid.

Gal.	½ s	Qts.	Pts.	½ Pts.
.....

Aluminum Mixing Liquid
(For Exterior Use)

"B" Bronzing Liquid
(Quick Drying)

"C" Bronzing Liquid
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PAINTING CHART — EXTERIORS

EXTERIORS	First Coat	Finishing Coat
AUTOMOBILES Bodies and Wheels Fenders Chassis	Nucarto Enamel Nucarto or Touch Up Black Chassis Black	Nucarto Enamel Nucarto or Touch Up Black Chassis Black
BARNs, CRIBs, SILOS, ETC. Red White and Colors White or Colors over red	Stay-On Barn Red Stay-On Barn Paint Exterior Sealer	Stay On Barn Red Stay On Barn Paint Stay On Barn Paint
BOATS New Repaint Job (good condition) Bright Colors	Pigment Sealer Boat and Canoe Enamel Nucarto Enamel	Boat and Canoe Enamel Boat and Canoe Enamel Nucarto Enamel
DOORS (Exteriors) Paint or Enamel—new Paint or Enamel—old Varnish—old Varnish—new	Exterior Sealer Paint or Nucarto Enamel Rock-Spar Exterior Spar See "Woodwork" Finishing	Paint or Nucarto Enamel Paint or Nucarto Enamel Rock-Spar Exterior Spar Rock-Spar Exterior Spar
DOWN SPOUTS AND GUTTERS —new —old	Galvanized Iron Primer Tinnners' Red or House Paint	Tinnners' Red or House Paint Tinnners' Red or House Paint
FIRE ESCAPES, ETC.	See Metal	
GARDEN TOOLS	Nucarto or Speed Rock Enamel	Nucarto or Speed Rock Enamel
GALVANIZED IRON —new	Galvanized Iron Primer	House Paint or other Paint Selected
HOUSES —Wood Siding and Trim —Brick, Stucco or Cement —Shingle Siding	Super Seal Kote Exterior Sealer Super Seal Kote Exterior Sealer (See roofs)	Wheeler's House Paint Brick, Stucco and Cement Paint
METAL, GRILL WORK, etc.	Rust Inhibitive Metal Primer or Red Lead	Graphite or Finishing Paint Selected
PORCHES —Ceilings —Floors and Steps	Super Seal Kote Exterior Sealer Porch and Deck Paint	Wheeler's House Paint Porch and Deck Paint
PORCH FURNITURE	Nucarto Enamel, KwiKote Enamel or Speed Rock Enamel	Nucarto Enamel, KwiKote Enamel or Speed Rock Enamel
ROOFS —Wood Shingles —Asbestos Shingle Siding —Asphalt, Composition, Metal or Tin	Shingle stain Pigment Sealer See roof coatings on page 14	Shingle Stain House Paint
SASH —Wood—New Metal—New Wood or metal—Old	Super Seal Kote Exterior Sealer Metal Primer Sash Black, House Paint or No Fade Colors	Sash Black, House Paint or No Fade Colors Sash Black, House Paint or No Fade Colors Sash Black, House Paint or No Fade Colors
SCREENS, STORM WINDOWS, Etc. —Screen Wire Frames	Screen Enamel Screen Enamel, Sash Black, No Fade Colors, or House Paint	Screen Enamel Screen Enamel, Sash Black, No Fade Colors, or House Paint
SHINGLES (See Roofs)		
SHUTTERS —New —Old	Super Seal Kote Exterior Sealer, House Paint or No Fade Colors House Paint or No Fade Colors	House Paint or No Fade Colors House Paint or No Fade Colors
SMOKE STACKS	Smoke Stack Black	Smoke Stack Black
STORE FRONTS	No Fade Colors	No Fade Colors
STORM WINDOWS —See Screen Frames		
TRUCK, TRACTORS AND IMPLEMENTS	Truck, Tractor and Imple- ment Enamel	Truck, Tractor and Implement Enamel
WATERPROOFING	See Waterproofing on Page 15	
YACHTS	Pigment Sealer or Enamel Undercoater	Yacht White Finish Gloss or Semi-Gloss

PAINTING CHART — INTERIORS

INTERIORS	First Coat	Finishing Coat
AMUSEMENT ROOMS	See Floors, Walls, Woodwork, etc.	
BABY CARRIAGES	See Furniture	
BAKERIES—See Walls & Ceilings	Pigment Sealer	Marvelustre White—Non- Yellowing Enamel
BASEMENTS	See Floors, Walls, Woodwork, etc.	
BEDS	See Furniture	
BLACKBOARDS—new	Pigment Sealer	Blackboard Slating
BOILERS	Boiler Black Q. D.	
BONE FINISH	See Furniture	
CABINETS	See Furniture	
DADOS	Pigment Sealer	One Coat Enamel, Interior Gloss or Floor Enamel
DOORS (Interiors)		
Paint or Enamel—new	Pigment Sealer	High Gloss Enamel or Semi-Gloss
Paint or Enamel—old	High Gloss Enamel or Semi-Gloss	High Gloss Enamel or Semi-Gloss
Varnished—old	Varnish	Varnish or Dull Varnish
Varnished—new	See Woodwork	Varnish or Dull Varnish
Varnish Stained	See Woodwork	
FLOORS (Wood)		
Enamel Finish	Floor Enamel	Floor Enamel
Varnish—old	Floor Varnish	Floor Varnish
Varnish—new	See Woodwork	Floor Varnish
Varnish Stain	See Woodwork	
Oiled Floors	See Floor Sealers	See Floor Sealers
Gymnasium Floors	Penetrating Floor Sealer	Gym Finish Varnish
FLOORS—Concrete	Concrete Floor Enamel	Concrete Floor Enamel
—Linoleum—Varnish	Linoleum Varnish	Linoleum Varnish
Enamel	Floor Enamel	Floor Enamel
Lacquer	Linoleum Lacquer	Linoleum Lacquer
FURNITURE, TOYS, etc.		
Enamel Finish—new	Pigment Sealer	Enamel
Enamel Finish—Old	Undercoater or Pigment Sealer	Enamel
Varnished—old	Varnish	Varnish or Dull Varnish
Varnished—New	See Woodwork	Varnish or Dull Varnish
Varnish Stain Finish	See Woodwork	
Bone Finish (Old Ivory)	Pigment Sealer	Enamel and Bone Finish
Blondine Finish—New wood	Blondine Finish	Blondine Finish or Wax
Old wood	Ground Color	Blondine Finish
Metal—furniture	Pigment Sealer	Enamel
Reed or Wicker work—enameled	Pigment Sealer	Enamel
old ivory	Pigment Sealer	Enamel & Bone Finish or Enamel & Glazing Liquid (colored)
MACHINERY & EQUIPMENT	Metal Primer	Enamel
PING PONG TABLES—Tops	Pigment Sealer	Ping Pong Green
White Stripes	Pigment Sealer	Semi-Gloss or Flat White
Legs	Pigment Sealer	Ping Pong Green or Enamel

PAINTING CHART — INTERIORS — Cont.

INTERIORS	First Coat	Finishing Coat
PIPES—Metal Asbestos	Heat Proof Black or Gloss Black Pigment Sealer Kwikote	Heat Proof Black, Enamel or Flat Semi-Gloss, Gloss or Flat Paint Kwikote
PLAQUES—Plaster Paris Statues, etc.	Pigment Sealer	Enamel & Bone Finish or Enamel & Glazing Liq- uid (colored)
PLYWOOD Painted Surface Varnished—old Varnished—new Open Grain (Oak, etc.) Varnished—new Close Grain (Birch, Fir, etc.)	Pigment Sealer Varnish Paste Filler, Stain & Plywood Sealer Plywood Sealer & Stain	Gloss, Semi-Gloss or Flat Wall Paint Varnish, or Dull Varnish or Wax Varnish, or Dull Varnish or Wax Varnish, or Dull Varnish or Wax
RADIATORS—Enameled Old Ivory effect	Pigment Sealer Pigment Sealer	Radiator Enamel Radiator Enamel & Bone Finish or colored Glazing Liquid
REFRIGERATORS	Pigment Sealer	Marvelustre Non-Yellow- ing White Enamel
STOVEPIPES & RANGES	Rock-O-Black	Rock-O-Black
WALLS & CEILINGS Plaster, Plywood, Wallboards, Brick, } Burlap, Canvas, Cement, Casein } Painted Surfaces, Metal parti- } tions, etc. } Acoustical Boards (Clean only) Wallpaper NOTE: Pigment Sealer First Coater not necessary on painted surfaces in good condition	Pigment Sealer Veltex Cote or Kwikote Flat	Flat, Gloss or Semi-Gloss Apply 2nd coat of same if necessary
WOODWORK—trim, etc. Enamel Finish—new Enamel Finish—old Varnished—old Varnished—new Open Grained wood (Oak, etc.) Close Grained wood (Birch, Maple, etc.) Varnish Stained Finish—new old	Pigment Sealer & Undercoater Undercoater Varnish Paste Filler, Stain & Varnish Stain & Varnish Varnish Stain Ground Color	High Gloss or Semi- Gloss Enamel High Gloss or Semi- Gloss Enamel Varnish or Dull Varnish Varnish or Dull Varnish Varnish or Dull Varnish Varnish Stain Varnish Stain

SELECTION OF COLORS

IN THE SELECTION OF COLORS it is important to bear the following facts in mind:

1. That color chips on color charts often change slightly with age—although they actually represent the true color when approved for color match.
2. That the actual color should be judged after it has dried—and not in its wet stage.
3. That color effects vary according to lights or shadows on the various walls—and that the same color appears different in a room of northern exposure as compared with bright sunny southern exposures, etc.

HOW TO ESTIMATE QUANTITY OF PAINTS — VARNISHES — ENAMELS AND STAINS REQUIRED FOR THE PAINT JOB

The description of the products in this catalog gives their approximate covering capacity as a guide for the estimating of quantities required for the average job.

It is obvious, however, that there is a considerable difference in various surfaces of the same kind—some being highly porous and others being slick, hard and glossy.

Weather conditions, and the experience of the person doing the painting also have a bearing on the amount of material required for the job.

The following suggestions will be of service in estimating gallonage required.

BUILDING EXTERIORS

1. Multiply distance around the building by the average height.
2. Add the approximate number of square feet in the gables. (Multiply the width of the house by $\frac{1}{2}$ of the height of the gable.)
3. Add the number of square feet under the eaves.
4. Add $\frac{1}{5}$ th or $\frac{1}{6}$ th for trimming, edge of siding, etc.
5. Divide total number of square feet by the number of square feet designated as the approximate covering capacity of the product to be used on the job.

The following example illustrates how easily this is done:

EXAMPLE

Front.....	30 ft.
Rear.....	30 ft.
Side.....	42 ft.
Side.....	42 ft.
	144 ft.
Multiply by average height.....	20 ft.
	2880 sq. ft.
Add approximate sq. ft. in gables..	620 sq. ft.
	3500 sq. ft.
Add estimated $\frac{1}{5}$ th for trimming	700 sq. ft.
Divide by.....	$400\sqrt{4200}$
	$10\frac{1}{2}$ gallons

(Approximate covering capacity of Wheeler's House Paint is 400 sq. ft. per gallon, two coats.)

SHINGLES

To determine the number of square feet in one side of a roof, multiply the length of the roof by the width from the eaves to the peak, and then total the square feet in each side of the roof.

Another method is to multiply the length of the house by the width, and then add one third, the total of which will also give the approximate number of square feet in the average roof with an average roof pitch.

Divide the total square feet by the estimated covering capacity as described under Shingle Stain.

PORCH FLOORS AND CEILINGS

Multiply the length by the width—and divide by the estimated covering capacity of product to be used.

EXTERIOR DOORS

The average door will require approximately 1 pint of Exterior Spar Varnish or Exterior Enamel.

New Oak doors, or other open grained woods, will require approximately 1 pound ($\frac{1}{2}$ pint) of Paste Wood Filler to fill the pores before finishing.

WINDOW BLINDS OR SHUTTERS

Estimate area of 36 to 40 square feet for each pair of shutters—2 sides.

Multiply the number of pairs of blinds by 36 or 40 and divide the total by the estimated covering capacity of product to be used.

SCREENS

10 to 15 screens will require about 1 quart of Screen Enamel to cover the screen wire.

INTERIOR FLOORS

Multiply the length of each room by the width and add the total square feet in each room. Divide by the estimated covering capacity of product to be used.

INTERIOR WOODWORK

Doors—Average area is 20 to 24 square feet.

Windows—Average area is 18 to 21 square feet.

TRIM OF DOORS AND WINDOWS

Averages 1 square foot for each lineal foot of upright or horizontal surface.

BASEBOARDS AND PICTURE MOULDING

Estimate 1 square foot for each lineal foot to be covered—or to be more exact, the actual area can be figured by multiplying the lineal feet by the width.

Divide the total square feet by the approximate covering capacity of product to be used.

WALLS AND CEILINGS

For walls, multiply the distance around the room by the height. Deduct the area of square feet for windows, doors, woodwork and baseboards to determine exact net number of square feet in each room.

For ceilings, multiply the length by the width.

Divide total square feet by the approximate covering capacity of product to be used. If different colors are to be used on various surfaces, calculate the gallonage required of each color required.

FURNITURE AND CABINETS

Estimate the number of square feet to be covered, making ample allowance for rungs, spindles, legs, etc.

Kitchen or bathroom cabinets usually require finishing on inside and outside, and quantities should be estimated accordingly.

